MAY 4 - 10, 1952

VOL. 3 NO. 15 SUPPLEMENT A

NEWS ED: David B. Graham
TALENT ED: Marion Sarver

Note: Gordon Leigh, Talent Editor and our general talent authority for the past two years, is taking a leave of absence from Ross Reports in order to renew his acting career. He's a juvenile...and a good one!

Ross Reports

ON TELEVISION

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LIFE MAGAZINE HIGHLIGHTS TV'S LEADING LADIES

BUT THERE'S MUCH ROOM FOR DEVELOPMENT OF NEW TV TALENT

- Several Showcase Projects Have Set A Constructive Example -

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Life Magazine's cover story this week on TV's Leading Ladies rendered a second service to television programmers over and above the appreciated good publicity. For it focused attention on ROSS REPORTS' oft-repeated challenge to television directors and casting offices -- develop stars from within TV's own dramatic ranks....and, at the same time, constantly introduce fresh talent so as to prevent a situation wherein over-familiar faces reduce the mass of TV dramas to monotony!

As a matter of fact, the Life article just happened to coincide with our review of two showcase projects of the past week and with the general survey of the talent picture which they provoked. Each of the projects - the CBS-TV presentation by Robert Fryer and the contest held by ABC-TV's "Tales of Tomorrow" - were public relations gestures to a degree, of course. But an underlying appreciation for responsibility to the viewers and to the talent pool were sincere motivations.

CBS-TV's Showcase was its second such formal presentation at the Mansfield Theater. In introducing 17 different performances to the assembled producers, directors, casting agents and talent scouts from Broadway, Hollywood, and other networks as well as CBS production executives, Fryer said in part: "The purpose of this showcase is to present to you new people.....not without experience, but extremely talented people who have not had the proper opportunity in television, the theater or films."

By way of review, indeed they were talented people. Collected by Fryer through CBS auditions and other sources, the individuals or groups had spent some three or four weeks in preparing special numbers, with the assistance of established professional coaches. In addition to Fryer, agent Gus Schirmer Jr., who supervised a musical group of four girls and five boys, and Arthur Batanides, who acted as general stage manager, and Otis Clements, who provided original music and did most of of the accompanying, there were 11 directors or composers credited with assists. John Fernley, casting director for Rodgers and Hammerstein, was among them - having coached a really fine singer, Virginia Paris, in her rendition of "Bali Hai".

More than half the contingent were really new faces, but a goodly number were "surprise" performers in that one would have expected their previous work to be known to such a professional audience. For example, William McGraw had a leading role in "Angel In The Wings"; Jane White numbers "Strange Fruit" and "Razzle Dazzle" among her parts; Earle Hyman was seen in "Anna Lucasta - CONTINUED on Page 12 -

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(4)

ABC(Ch7) - 11-11:15pm; DEBUT; Drew Pearson; from WJZ-TV to 17 sta; Sponsor - Carter Products(Liver Pills, Arrid, Rise Shave Cream & others) thru Ted Bates; Prod - William Neel; Dir - Bob Massell; Pearson will utilize graphic arts and occasional film clips to document important points in his news commentary.

NBC(Ch4) - 1:30-2pm; HIGHLIGHT; Medicine and the Mighty Atom; from WNBT to the net; Sustaining; Prod - NBC & American Medical Assn; Ben Grauer & Dr. W.W. Bauer, director of the Bureau of Health Education of the AMA will narrate a live documentary show from the Brookhaven National Laboratory, an atomic energy station at Upton, Long Island, N.Y. Scientific authorities will demonstrate the use of atomic medicine in practical application to patients, showing experiments with new radioactive isotopes, of potential significance to the further advancement of medicine; participating will be Drs. Lee E. Farr, Donald D. Van Slyke and F. Marott Sinex, and Mr. L.G. Stand, leader of the laboratory section where radioactive isotopes are separated and processed.

2-2:30pm; DEBUT; Hats in the Ring; from WNBW(Wash) to the net; Sustaining; Prod - Ad Schneider; Dir - Ted Ayers; legally qualified candidates for the Presidential nominations of the major parties will participate in new public service series which replaces NBC's Battle Report-Washington, a regular feature since August 13, 1951.

3-4pm; RETURN; Midwestern Hayride; from WLW-T(Cincinnati) to the net; Sustaining; Prod-Dir - Charles Vaughan; Bill Thall MC's rural-style variety show with Lee Jones, Judy Perkins, Ernie Lee, Neal Burris, Bob Shreve, the Pleasant Valley Boys, the Briarhoppers and the Rangers; returns after short hiatus; had been seen Sat 11:30-12:30am starting January 5; made local WLW-T debut in 1948.

5:30-6pm; NEW TIME; TV Recital Hall; from WNBT to the net; Musical program starts alternate week schedule at this new time; will not be seen on May 18 due to special programming, but will be seen alternate weeks from June 1.

Tue(6)

NBC(Ch4) - 7:15-7:30pm Tu & Th; RETURN; Those Endearing Young Charms; from WNBQ(Chi) to the net; Sustaining; Prod-Dir - Ben Park; Writer - Bill Barrett; family comedy series presented earlier this season as a half-hour program, returns in quarter hour spot twice a week, replacing the Bob and Ray Show, which debuted November 26 across-the-board, and was cut to twice-a-week when The Goldbergs came on in February.

Thu(8)

ABC(Ch7) - 8:30-9pm; RETURN; Chance of a Lifetime; from WJZ-TV to 27 sta & 10 kine; Sponsor - P. Lorillard(Old Gold) thru Lennen & Mitchell; Pkgr - Robert Jennings Productions; Prod - Herb Moss; Dir - Lou Sposa; Casting - Rose Gray, Jennings; Dennis James stars as MC of talent show which affords three professional entertainers to appear each week; the winner gets a $1000 cash prize, with $100 U.S. Defense Bonds going to the runners-up; selection of winners will depend upon the applause of the studio audience; program debuted in September, 1950 and was sponsored by Bendix until Nov '51. Writer - Bob Quigley; Musical Dir - Bernie Leighton; Sets - Willis Conner.

LAST WEEK'S NETWORK CHANGES

CBS - All Around the Town; from WCBS-TV to the net; Sponsor - Pepsi Cola thru Blow; Prod-Dir - Rai Purdy; the Mike Wallace-Buff Cobb program which had been seen at an earlier time on Saturday, moves to the Faye Emerson time slot(9-9:30pm) for six weeks starting May 3.

NBC - Mrs. U.S.A.; Mon thru Fri 11-11:30am; from WNBT to the net; DEBUT April 28; Sustaining; Prod-Dir - Lee Painton WNBT; Peter Roberts MC's film, discussion and guest interview show, with local issues of interest to the American housewife, with different problems treated each day in regard to her children, health, home, community, etc; program is not seen in NYC (WNBT).

Prologue to the Future; Mon thru Fri 10-10:30am; from WNBT to the net; DEBUT March 31; Sustaining; Prod-Dir - Lee Painton; Peter Roberts MC's show similar to Mrs. U.S.A., with national, rather than local, issues the topics for discussion.

NEWLY ANNOUNCED NETWORK FUTURES

May 12 - Your Surprise Store; CBS-TV Mon thru Thurs 10:45-11:30am & Fri 11-11:30am; from WCBS-TV to the net; Sustaining; Prod - Hal Fimberg; Dir - Frank Satenstein; Lew Parker stars as manager of a typical city emporium, with Jacqueline Susann as his assistant; studio contestants participate in brain-teaser tests, funmaking stunts and games of skill prior to having the opportunity to swat personal possessions for valuable articles off the counters, shelves and racks of the store.

SPONSOR ACTIVITY

GENERAL FOODS(Maxwell House Coffee) thru Benton & Bowles has signed the Arthur Murray Party as summer replacement for the Mama show(CBS-TV Fri 8-8:30pm) effective June 29; Murray is currently on ABC-TV Sun 9-9:30pm, departing that slot on May 11. GF will pay the time cost for a 39-station network, with Murray being responsible for a $25,000 weekly talent budget.

KELLOGG'S thru Leo Burnett has renewed sponsorship of the Tuesday & Thursday 5:30-5:45pm segment of Howdy Doody(NBC-TV mon thru Fri 5:30-6pm) for 52 weeks from June 3.

INTERNATIONAL SHOE(Peter Shoe) thru Henri, Hurst & McDonald (Chi) will drop its alternate week half-hour sponsorship of Super Circus(ABC-TV Sun 5-6pm) after May 25. Canada Dry sponsors that segment alternate weeks, with Mars Candy carrying the 5:30-6pm segment weekly.

NBC-TV'S TODAY (Mon thru Fri 7-9am) picked up eight new sponsors this week, for various time periods:

BAUER & BLACK(Curad) thru Leo Burnett
CHASE & SANBORN thru Ted Bates
DIAL SOAP thru Foote, Cone & Belding
INTERNAT'L SILVER thru Fuller & S & R
KAISER-FRAZER thru William Weintraub
NEWSWEEK thru Scheideler, Beck & Werner
PEPPERELL SHEETS thru Benton & Bowles
SATURDAY EVENING POST thru BBD&O

NYC LOCAL STATION ACTIVITY

WABD - Industry on Parade; DEBUT April 27; Sun 5:45-6pm; Sponsor - National Assn of Manufacturers; Prod-Dir - Frank McCall; Film Ed - A. Maxwell Hage; film series has as its basic theme the way things are made, and each film in the NAM series includes a trip behind the scenes in an American industrial plant.

NYC LOCAL STATION ACTIVITY(Cont'd)

WOR-TV - Sports Page; DEBUT May 7; Wednesday(between Harness Races - 9:45-11pm); Dir - John Horstmann, Jr., and Roger Bower; Jimmy Powers will conduct a sports quiz program, featuring questions and answers on every phase of the sports world, with a panel of experts on hand and also featuring audience participation.

WPIX - The Happy Students; DEBUT May 3; Sat 4:30-5pm; Sponsor - MacLevy Talent Studios; Prod-Dir - Robert Busch, WPIX; Nanette Guilford, former Metropolitan opera star, will be featured on program which will have dances and dramatizations of the Records of Knowledge, put out by Miss Guilford; pupils of the MacLevy studios will stage and perform the works; Anncr - Hal Tunis.

HOLLYWOOD LOCAL STATION ACTIVITY

KTLA - Las Floristas Headdress Ball; HIGHLIGHT May 2; 10:30pm; Leighton Noble's Orchestra will supply the music for this special event telecast from the Biltmore Bowl.

NEWS DIGEST

NBC TELEVISION NETWORK DATA CHART, APRIL 1 - NBC's TV Network Data Chart for April 1, 1952 lists 16,939,100 sets installed in 64 markets, 16,024,900 in the 52 market interconnected station network, and 914,200 in the 12 non-interconnected markets. The total figure represents an increase of 404,000 sets installed since the March 1 report.

PEABODY AWARDS ANNOUNCED - George Foster Peabody Awards for television have been announced. CBS topped two categories See It Now taking the TV News & News Interpretation prize, and What in the World winning the educational program award. The See It Now award reads: "..for its simple, lucid and intelligent analysis of top news stories of the week on tele vision." The Celanese Theater won the Television Entertainment award for ABC-TV, and NBC won an award for Gian-Carlo Menotti's "Amahl and the Night Visitors."

RORABAUGH TV REPORT REVEALS SLIGHT DECLINE IN ADVERTISERS - N.C. Rorabaugh's first quarterly report for '52 points up a slight decline in number of TV advertisers over previous quarters as follows:

	3rd Q'51	4th Q'51	1stQ'52		3rdQ'51	4thQ'51	1stQ'52
Network Ads	181	198	188	Local-Retail	4,427	5,162	4,935
Spot Ads	1,199	1,370	1,277	Total	5,807	6,730	6,400

BROOKS COSTUMERS MOVING TO NEW QUARTERS - The Brooks Costume Company, largest suppliers of costumes to television, as well as Broadway shows and entertainment productions of all kinds, have signed a 21-year lease for 55,000 square feet of space at 3 West 61st St, to which address they will move on July 1st. Brooks claims its new Columbus Circle address to be in the center of television activity, adjacent to the location for the proposed new home of the American National Theater and Academy. Brooks celebrates their 40th anniversary coincident with their moving, and are planning a California branch to costume and service TV shows emanating from Hollywood.

PERSONNEL ITEMS: Frank White, who resigned last week as president of the Mutual Broadcasting System, joins NBC on June 1 as a vice-president. He will handle a newly-created film syndication project..... J. Hugh E. Davis has resigned as executive vice-president and director of Foote, Cone & Belding(Chicago) to form a marketing and merchandising firm with L.L. Oakes. .....Harmon O. Nelson, who formerly handled special radio and TV production assignments for CBS in Hollywood, has joined Kenyon & Eckhardt as assistant to the vice-president in charge of the Hollywood office.....Joseph N. Curl has joined ABC-TV's spot sales department in New York. He was formerly an account executive in the NY office of the Crosley Broadcasting Corp.....Bob House, TV production coordinator at NBC, is leaving the network for free-lance assignments.....Charles B. Sterritt, an official of the American National Red Cross TV-Radio Department, has joined the CBS Television Network as Detroit Sales Manager.....Gordon E. Hyde, president of Federal Advertising, which folds the end of the month, will become a vice-president of the D'Arcy agency, effective June 1, and a member of the operating board of the agency's NY office, as will Kenneth W. Plumb, another Federal executive. Hyde is expected to carry with him the Gerber Baby Foods, American Optical and Davol Rubber accounts.....Jules B. Singer, a vice-president and major stockholder in Federal will definitely take the American Safety Razor account with him in his move to Gray Advertising.....Nick Archer, John Pepper and Erford Bedient have joined the staff of Telenews Productions.....Gordon Leigh, talent editor of Ross Reports, takes leave of his desk this week to return to thesping.

TALENT LOCATOR SERVICE May 4, 1952

ANNA MARIA ALBERGHETTI from coast late this month for location shots for Para. - AGT: Central Artists Mgt CI 5-4682

VIVIAN BLAINE - PRESS: Brenon & Morgan PL 9-1257

SUSAN DOUGLAS avail TV - AGT: Wm Morris JU 6-5100

ELLA FITZGERALD here for club dates - AGT: Gale Agcy PL 7-7100

CLARK GABLE in NYC en route to London - CON: John Joseph MGM JU 2-2000

PAULETTE GODDARD - AGT: Wm Morris

CELIA JOHNSON English actress in NYC for next Celanese show

JEANNE (JANY) J. JOOSEN Belgian film actress-ambassador to US here with mgr Karl F.J. van Cottom

DONALD O'CONNOR from coast May 13 for location shots - CON: John Joseph MGM JU 2-2000

JACK PALANCE - EXCL TV REP: Grace Lyons MU 8-2930

ESTHER RALSTON - MGR: Alec Alexander CI 7-2633

DEBBIE REYNOLDS from coast May 13 for location shots - CON: John Joseph MGM JU 2-2000

TOM SCOTT balladeer avail TV - AGT: Al Grossman CI 5-8422

ROBERT STERLING - AGT: Howard Hoyt LA 4-0089

JOEY WALSH child actor featured in Danny Kaye's "Hans Christian Andersen" - CON: John Ross TR 3-0310

PATRICIA WHEEL legit actress last seen in "Gertie", avail TV - AGT: Gibbs Agcy PL 7-5959

NADJA WITKOWSKA Met Audition finalist avail TV - MGR: Sundel Frank PL 8-2378

GEORGE GIVOT musicomedy singer in Town Hall debut this week

MARGARET WYCHERLY - AGT: Briscoe & Goldsmith MU 2-6244

NANCY COLEMAN legit-film actress avail TV AGT: Briscoe & Goldsmith

VERA ZORINA - AGT: Paul Small Ltd MU 7-0606

FILM DIGEST

20TH CENTURY-FOX STUDYING POSSIBLE TV PRODUCTION SETUP - In the annual report to stockholders, Spyros P. Skouras outlined a program of further economies, expansion in the foreign market and consideration of production of television programs as a "new order" for 20th Century-Fox for the coming year. Variety reported Mr. Skouras as having said that a careful study of the TV field is now being made and this will determine whether 20th "can profitably enter into the production of appropriate types of subjects for television."

BROIDY STARTING "THE PHANTOM PIRATE" STARRING ROBERT STACK - Following his recent appearance opposite Betty Field on the Celanese Theater's production of Sidney Howard's "They Knew What They Wanted", Robert Stack returned to Hollywood for his starring role in the new William F. Broidy series, The Phantom Pirate. The half-hour series, to be written by Hugh King and Bob Bailey, and directed by Frank McDonald, will be based on activities of famous pirates, including Sir Henry Morgan and Scarfield. Kellogg's, which already sponsors Broidy's Wild Bill Hickok, is reportedly interested in the new series.

WCBS-TV BUYS 24-FEATURE PACKAGE FROM QUALITY - WCBS-TV(NY), key station of the CBS TV network, has acquired a new package of 24 American made feature films which are being distributed by Quality Films of Hollywood. The films, released originally between 1945-50, will be used on WCBS-TV's "The Late Show". Included in the package are: "And Then There Were None," "Diary of a Chambermaid," "Angel on My Shoulder," "Song of the Open Road" and "Cover Up."

G&W RELEASES NEW SERIES, PLANS ANOTHER - G&W Productions, NY TV packager, has completed Fun With Felix, a 15-minute magic-comedy audience participation show. First 13 films will be released this week, with 13 more scheduled for production within a few weeks. Robert Whiteman will go to Hollywood during the summer to cast a second series, a half-hour mystery program. Variety reports G&W has been backed in their new venture by Wall Street capital as well as independent investors.

SCREEN GEMS SELLS "DISC JOCKEY TOONS" TO NBC - NBC's New York station, WNBT, last week signed a contract with Screen Gems, Columbia Pictures TV subsidiary, for the latter's entire "Disc Jockey Toons" film package. Included are 100 three-minute films, designed for use with pop records. The station is reported paying a maximum of $50 for each film, which gives them unlimited screening rights for one year, effective May 1.

COMMERCIALS PRODUCTION

ROBERT LAWRENCE PROD'NS(NY) - 3 (60") completed for United States Envelope Co(Self-Seal Div) thru S.R. Leon Co, Inc; LA with DR & M; series star Henry Fonda.

PATHESCOPE TV PRODUCTIONS(NY)-2 (60") completed for Fasteeth thru Roy S. Durstine for Local Spot; LA with DR, LS & VO.

1 (60") completed for DuMont TV Sets thru Campbell-Ewald for Nat'l Spot; FA with VO.

2 (60") & 2 (20") completed for J.C.Penney for Local Spot; LA with DR, LS & VO.

FLETCHER SMITH STUDIOS(NY) -- 3 (5') completed for Nat'l Board of Fire Underwriters for Nat'l Spot; LA with LS, VO & M.

PROGRAM	NET TIME	GUESTS
		(S - Singer; D - Dancer; C - Comic; M - Musician)

****Most of the shows on May 2, 3 & 4 were listed in last week's issue. The rest are included here for the record.

FRIDAY MAY 2

Kate Smith	NBC 4pm	KILL: Evalyn Tyner; ADD: Malone Sisters & Moran(S-M)
Pers.Appear.(kine)	ABC 7:30	KILL: Collateral; INSERT: Part II - The Naked Eye - with Robert Clark, Ludwig Donath
Dick Tracy (film) (Ralph Byrd)	WABD 7:30	The Egyptian Mummy Case - with Charles Evans, Lorin Baker, Noel Cravat
Twenty Questions	DuM 8pm	Con McNeill
Pres. Timber (Robert Trout)	CBS 10:30	Sen. Henry Cabot Lodge, Jr.

SATURDAY MAY 3

Trapped	WOR 7pm	Firebug - with Larry Buchanan, Patricia Jenkins, Philip D. Foster, Ruth Masters
Your Show of Shows (Sid Caesar)	NBC 9pm	ADD: Mata & Hari

SUNDAY MAY 4

Hllmk Hall of Fame (Sarah Churchill)	NBC 4:30	ADD: Ruth Ford, Oliver Thorndike, Dale Engle Wyley Hancock, Victoria Barcelo, Fernando Cervantes
Lamp Unto My Feet	CBS 5pm	Fair Exchange - by Palmer Thompson; with Rusty Lane, Lawrence Fletcher, Harry Landers
Royal Showcase (Jack Carson)	NBC 7pm	Anne Jeffreys, Victor Borge
Toast Of The Town (Ed Sullivan)	CBS 8pm	Jackie Gleason, Pearl Bailey, Linon(acrobat), Luciano Tajoli(opera singer)
Colgate Comedy Hour (Abbott & Costello)	NBC 8pm	Vera Zorina, Tony Bavaar, The Ashtons(acrobats), Al Goodman & Orch; Dir: Charles Friedman; TV Dir: Kingman Moore
Rocky King (Roscoe Karns)	DuM 9pm	Murder Keeps An Appointment - with Irene Dailey, Stewart Bradley, Kermit Kegley, Ken Konopka
Plainclothesman (Ken Lynch)	DuM 9:30	A Piece of Two-By-Four - with Jack Delmonte, Alan Manson, Ralph Camargo, Robert Carricart, Niki Greene

MONDAY MAY 5

Garry Moore	CBS 1:30	Lew Ayres

MONDAY MAY 5 (Con'd)

Kate Smith	NBC 4pm	Mary, Raye & Naldi(D), Tighe E. Woods, Howard & Shelton (C)
Magic Cottage	DuM 6pm	Dr. Cackle & Mr. Snide - with Lionel Wilson, Harry Mehaffey
Hwood Screen Test	ABC 7:30	Conspiracy - by Alton Alexander; Victor Jory, guest - with Anne Francine and John Denney
B'way TV Theater (Seen Mon thru Fri)	WOR 7:30	Angel In The Pawnshop - by A. B. Shiffrin; with Ernest Truex, Herbert Evers, Wendy Drew, Sylvia Field, Clark Williams, John Farrell, Willie Lewis, Casey Walters (WED ONLY - 8pm)
Lux Theater	CBS 8pm	Masquerade from Leonard Merrick's "Doll In The Pink Silk Dress", adapt by Mac Shoub; with Basil Rathbone Margaret Phillips, Robin Craven, George Hill, Fred Wariner
Voice of Firestone	NBC 8:30	Thomas L. Thomas
Lights Out	NBC 9pm	A Journey Into The Shadows - by Sutton Roley; with Robert Pastene, Katherine Bard, Ann Shoemaker, Charles Procter, Ralph Sumpter
Robert Montgomery	NBC 9:30	The Lonely - by Paul Gallico, adapt by Adrian Spies; with Robert Sterling, Leueen MacGrath, Richard Coogan, Dorothy Peterson, William Podmore, Viola Roache, John D. Seymour, Sally Chamberlin, June Peel, Reese Taylor, Byron Russell; Dir: Norman Felton
Studio One	CBS 10pm	Treasure Island - by Robert Louis Stevenson; with Peter Avramo, Albert Dekker, Francis L. Sullivan, Rex O'Malley, Faith Brook, Richard Purdy, David B. Greene, Noel Leslie; Dir: Franklin Schaffner
Who Said That	NBC 10:30	Dr. Roy K. Marshall, Joy Hodges, Ollie Crawford (SEEN VIA KINESCOPE ON WNBT SAT MAY 10 7PM).

TUESDAY MAY 6

Garry Moore	CBS 1:30	Roland Young, Peggy Ryan & Ray McDonald(S-D)
Kate Smith	NBC 4pm	Felo & Bruno (C-M), Erwin Savelson (Daily Mirror), Donald Novis (S)
Stork Club	CBS 7:45	Beatrice Lillie,Lizabeth Scott, Erwin Gifford
Sam Levenson	CBS 8pm	Mike Wallace & Buff Cobb
Texaco Star Theater (Milton Berle)	NBC 8pm	Kay Armen, Clark Dennis
Draw To Win	CBS 8:30	Harry Haenigsen, Eve Hunter
City Hospital (Melville Ruick)	CBS 9pm	Change Of Heart - by Julian Funt & Robert Newman; with Margaret Draper, John Griggs, Rita Vale, Anne d'Autremont

TUESDAY MAY 6 (Con'd)

Battle Of The Ages (John Reed King)	DuM 9pm	Vets: Lulu Bates (S), The Marvellos (C); Youth: Mickey Freeman (C), Francine & Rita Rose (11 & 9 yr old jugglers)
Fireside Thtr(film)	NBC 9pm	The Haunted Wedding - by Robert Harari & Margaret Buell Wilder; with Margaret Field, Gar Moore, Hugh Murray, Gertrude Graner, Lisa Abbott, Jack Daly, Stanley Farrar
Suspense	CBS 9:30	The Mandarin Murders - by Halsted Wells; with Cloris Leachman, Robert H. Harris, William Redfield, Berry Kroeger, Brandon Peters
Armstrong Theater	NBC 9:30	The Lucky Suit - by Frances Tysen Nutt; with Vicki Vola, Stuart Erwin, Dennis Harrison, Lori March, Jordie McLean, Hazel Burgess, Charlott Knight, Fred Ardath; Dir: Ted Post
Danger	CBS 10pm	Dark As Night - by Joel Carpenter; with Lee Grant, Ian Keith, Virginia Gilmore, Victor Thorley, Gertrude Slack
Not For Publication (Jerome Cowan)	DuM 10pm	Edge of Disaster - by John Winbaker; with Horace McMahon, Jim Boles, Flora Campbell, Maurice Wells, Martin Tarby

WEDNESDAY MAY 7

Garry Moore	CBS 1:30	Ivan Sanderson (scientist-explorer), George Gobel(C)
Kate Smith	NBC 4pm	Carlos & Linda (D), Ethel & Albert, Stan Fisher; Die Fledermaus excerpt with Brenda Lewis, Jon Crain, Robert Goss
Kate Smith Evening	NBC 8pm	Benny Goodman & Quintet, Phil Foster, Elaine Dunn(D), DeCastro Sisters (S)
Ellery Queen (Lee Bowman)	ABC 9pm	Death Of A Wax Doll - by B. Loring; with Butch Cavell, Richard Purdy, Reba Tassel, Frieda Altman
Strike It Rich	CBS 9pm	Earl Wilson
Kraft Theater	NBC 9pm	She Stoops To Conquer - by Oliver Goldsmith; with John Baragrey, Stella Andrews, John Stephen, Stefan Schnabel, Vaughn Taylor, Leslie Barrie, Leonard Bell, Anthony Kemble Cooper, Beverly Whitney, Frederic Worlock, Elizabeth Eustis, Jack Fletcher, Cynthia Latham; Prod-Dir: Stanley Quinn
The Web	CBS 9:30	The Handcuff - by Henry Kane; with Mildred Dunnock, Joseph Anthony, Dino Terranova, Johnny Seven, Irene Moore, Logan Field, James Little; Prod-Vincent McConnor; Dir: Herbert Hirschman
Pulitzer Playhouse	ABC 10pm	The Return of Mr. Moto - based on John P.Marquand's character, by Lawrence Hazard; with Eva Gabor, Harold Vermilyea, James Daly, David B. Greene, Miriam Goldina, Betty Bendyk, Kaie Deei; Dir: Charles Dubin

THURSDAY MAY 8

Garry Moore	CBS 1:30	Beatrice Kay (S), Phil Foster (C)
Eloise Salutes	WPIX 2:15	Horace Sutton (SEEN VIA KINESCOPE ON WCBS-TV SUN MAY 18 11:15 PM)
Kate Smith	NBC 4pm	Evalyn Tyner (M), Don Hoyt (S), Bert Wheeler
T-Men In Action (Walter Greaza)	NBC 8:30	The Case Of The Ace Of Hearts - by Jack Bentkover; with Steven Hill, David Opatoshu, Wolfe Barzell, Terry Becker, Clem Fowler, Harold Gary, Robt. Patten
Man Against Crime (Ralph Bellamy)	CBS 9pm	Michi Okamoto, Kim Chan, Peter Chan, Yuki Shimoda, Shizu Moriya, Adia Kuznetzoff
Eddie Drake(film)	WABD 9:30	Lynn Roberts permanently replaces Patricia Morrison as the lady psychiatrist
Ford Festival (James Melton)	NBC 9:30	David Niven
Racket Squad (film) (Reed Hadley)	CBS 10pm	Serenade For A Sucker - with Michael Hall, Maud Wallace, Phil Tead, Mary Ellen Kay, Don Dilloway, Nenna Bard
Charlie Wild (John McQuade)	DuM 10pm	The Case Of The Teacher's Trouble - by Palmer Thompson; with Frances Greet, Charles Brill, Charles Mendick, John Shellie
Martin Kane (Lloyd Nolan)	NBC 10pm	Mortimer Rydell, Jed Prouty, Nancy Devlin, William Free, Gordon B. Clarke, Sam Gilman, Frank Richards
Crime Photographer (Darren McGavin)	CBS 10:30	Blackmail - by Harry Junkin; with Rita Gam, Frances Starr, Joshua Shelley
Author Meets Critics (Quentin Reynolds)	DuM 10:30	Blood, Oil & Sand - by Ray Brock; John Barkham (Pro), H. V. Kaltenborn (Anti)

FRIDAY MAY 9

Garry Moore	CBS 1:30	Mickey Ross & Bernie West (C)
Kate Smith	NBC 4pm	The Appletons (apache dance act), Don Cornell, Cedric Hardwicke
Pers. Appear.(kine)	ABC 7:30	Collateral - by John Vahgos; with Leon Askin, Anita Louise, Whit Conner, Russell Hicks, Maurice Cass, Bambi Linn; Dir: Bob Finkel
Schlitz Playhouse	CBS 9pm	Appointment With The Past - by David Shaw; with Mark Stevens, Priscilla Gillette, Rusty Lane, Albert Patterson, Don Hanmer, Joseph Foley, Michael Dreyfuss, David Tyrell; Prod-Dir: James Sheldon
Big Story	NBC 9pm	Sidney W. Hooper, Fargo, N.D. Forum - by Abram S. Ginnes; with Leslie Litomy, Jon Lorimer, Patricia Benoit, Fred Stewart, Richard Taber, Frank S. Sutton, Jeffrey Bryant

FRIDAY MAY 9 (Con'd)

Tales Of Tomorrow	ABC 9:30	The Golden Ingot - by Fitz-James O'Brien, adapt by Max Ehrlich; with Gene Lockhart, Monica Lovett, David McKay, Theo Goetz (NOTE: Monica Lovett, winner of Tales Of Tomorrow talent contest, makes TV debut in leading role)
It's News To Me	CBS 9:30	Kitty Carlisle, Reginald Gardiner, Mel Allen
Police Story	CBS 10pm	The Richmond Story - adapt by Max Ehrlich; with Edmond Ryan, Dolores Sutton, Lewis Charles, Dennis Bohan, Philip Kramer, Charity Grace, Albert Nadler, Joseph Graham
Cavalcade Of Stars (Jackie Gleason)	DuM 10pm	Betty & Jane Kean, Toni Arden, Ralph Young; Jimmy Nelson (ventriloquist) subs for Jackie Gleason
Pres. Timber	CBS 10:30	Sen. Richard B. Russell

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ADVANCE LISTING (Incomplete)

Listing for next Saturday's and Sunday's programs are recorded here. It is impossible for us to make them more complete, since the production offices themselves did not have the information at our press time which is Friday, 6pm. As usual, for the record, complete cast credits for these shows will be recorded in our next issue.

SATURDAY MAY 10

Mr I Magination (Paul Tripp)	CBS 1pm	Richard, The Lion Hearted - with Butch Cavell
All Star Revue (Danny Thomas)	NBC 8pm	June Havoc (FROM HOLLYWOOD)
Your Show Of Shows (Sid Caesar)	NBC 9pm	Coleen Gray

SUNDAY MAY 11

Hllmk Hall Of Fame (Sarah Churchill)	NBC 4:30	Abigail Adams - by Jean Holloway; with June Walker, John Boruff, Bill Daniels, Salvatore Mineo, Betty Lou Keim, Michael Mann
This Is Show Bus.	CBS 7:30	Nanci Crompton(ballerina),Roger Price(C) Kathy Barr
Colgate Comedy Hour (Donald O'Connor)	NBC 8pm	Hedy Lamarr, Tony Dexter, Martha Tilton(FROM HOLLYWOOD)
Arthur Murray	ABC 9pm	Helen O'Connell, Will Jordan
Goodyear TV Plyhs.	NBC 9pm	Twenty-Third Mission - by Lionel Shapiro; with Russell Hardie, Jack Ramsey, Sidney Smith, Luis Van Rooten, Beatrice Pons, Hildy Palmer, Christiana Felsmann, Marcel Hillaire, John Connell; Dir: Delbert Mann
Celebrity Time	CBS 10pm	Beatrice Kay, Pat Rooney, Sr., Tony Bavaar

(CONTINUED from Page 1 - TV TALENT)

while such as Norma Connolly, Louise Larabee, Pat Bybell, Mary Fickett, Lynn Merrill and Charles Grunewell, among others, have appeared in theater or on TV. Of the 43 actors and/or singers participating, a number showed to particular advantage: Jane White, Earle Hyman and Frank Sylvera in a scene from "Country Girl"....Steven Cravers and Cris Hofer in a scene from "Detective Story"....a pert comedienne, Patty Brill... and singers Sue Hight and Ellen Martin. A number of talented actors were presented in a tightly handled skit, "The Back Bone", written and directed by CBS staffer, Andrew McCullough, and four brief scenes from "The Women", directed by Richard Purdy, were amusing and effective.

Undoubtedly, this showcase will serve to stir a number of TV's producer-directors out of a casting rut which finds them resorting to the same group of performer acquaintances repeatedly, whether out of friendship or lack of initiative.

On a different professional level, the highly aggressive production staff of ABC-TV's "Tales of Tomorrow" - a George Foley package - have set a fine example for other dramatic units. Their Talent Contest, which picked a newcomer for the feminine lead on the telecast of Friday, May 9, at 9:30pm, must be considered as more than a publicity promotion....for director Mort Abrahams and casting director James Lister reportedly saw more than 1200 girls who had never played speaking parts on television, and the operation exhausted time and effort. An announced policy of at least one new face per telecast has been in effect for the past 17 weeks, with the staff reporting no bad experiences. Indeed, if the five finalists who performed for a panel of Thomas Mitchell, Charles Underhill, Julie Styne, Jessica Landau, Victor Seydel & Robert Lewine (latter two representing the sponsors, Masland & Kreisler) are an example of the talent uncovered during the five week contest, "Tales" has insured itself of some promising performances for a long time to come. Winner Monica Lovett and runner-up Helene Miller particularly impressed with mature, trained performances. There's a practical precedent in this talent concept.

ANALYZING THE TALENT SITUATION

There's a better balance in the working talent pool at present as compared with a year ago, when ROSS REPORTS campaigned via special promotion of worthy TV actors who were being bypassed in favor of Hollywood stars. LIFE points out that at least six actresses have reached TV Stardom (Stella Andrew, Felicia Montealegre, Grace Kelly, Neva Patterson, Rita Gam, and Diana Lynn - who was quoted, "more cabbies recognize me now that I'm on TV than ever did when I was only in movies"). Other nominees might include the Mary Sinclair - Maria Riva CBS-TV package, who perhaps have lost rather than gained status by their contracted over-use. Miss Sinclair, however, having traded in her contract for one with Paramount, has reverted to an infrequent schedule of TV appearances.....and of course, legitimate performers of the Nina Foch calibre rate TV stardom in their own right.

In addition, it has been noted of late that fewer film personalities are making the trip to NYC for a TV tour of programs. Rather, whether because the pay now justifies it or because they realize that infrequency is the key to appeal, they are flying in for important one-shots....and thereby leaving more fat parts for the working NY performers. At the same time, on the west coast, which can be likened to NY a few years back in that mass production of TV films is relying on non-names as a budget cutter (with the exception of the Irene Dunne package for Schlitz and the one star series like "Dangerous Assignment", etc. which give the stars participations in residual rights) there's increasing pressure from stars to be allowed to do TV..... an actor likes to work more than anything else, and that's something that film stars don't get enough of.

By far the most interesting trend is the fact that the pay scale has risen...not just for the stars who draw up to $3000 for dramatic roles, but also for the supports, whose scale has risen from the $100-200 class to $200-300 & up to $600.

MAY 11 - 17, 1952

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NEWS ED: David B. Graham
TALENT ED: Doris Bonner

Ross Reports ON TELEVISION

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"BROADWAY TV THEATER" CHARTS NEW PROGRAMMING HORIZONS

WOR-TV & WARREN WADE WIN ALMOST IMMEDIATE ACCEPTANCE & WAILS OF ENVY FROM TV'ers WHO THOUGHT OF IT, BUT.....

Undoubtedly a good many of theater and television people thought of it.... but Warren Wade and WOR-TV have done it. And that's why New York TV audiences, actors and authors have something new and reassuring to shout about. A safe bet would be that the treat will not long be denied to independent stations and viewers around the country as well. The concept of Broadway TV Theater is so basically right that further exploitation is assured. With talk of a possible stock company operation already overheard in Sardi's, will it be television, of all things, that brings back the "road"?

WOR-TV's announcement that its very first production earned a 32.3 net, unduplicated audience over its 5-day run has overwhelming implications...for 918,000 families represent twice as many people as the number who saw "Trial of Mary Dugan" during its complete, 1½ year, Broadway run....and at today's theater prices and seating capacities (1000 seats per theater average), even a hit legit show can only seat 416,000 a year. If WOR-TV press agents and researchers are raving, it's because the current estimated NYC television audience is pegged at a 10,000,000 potential.

(Incidentally, since the June 1-7 TelePulse rating week coincides with a full 5 performances of one play, WOR-TV will be able to determine both a cumulative and a net, unduplicated rating that will, it is predicted, set new standards for both cross-the-board and single performance comparisions. Without releasing its cost-per-thousand figures, WOR-TV already claims Broadway TV Theater to be the lowest of any current TV one-hour drama series. General Tire & Cavalier Cigarettes benefit).

Of course, the station is plugging away at word-of-mouth publicity to the effect that viewers should tell their friends to "catch the show" later in the week. With this as an inherent advantage for the viewer (as contrasted with such schedule snarls as Studio One vs Montgomery Presents, etc.), there are further advtantages which have been already recognized by viewers, critics, performers, and playwrights alike. Aside from the fact that there has been little to quarrel with in choice of play or production qualities as already exhibited by Wade, director Richard Barr, & TV director Richard Lukin, obvious assets are the availability of properties, since film rights are not involved (no kine)....the opportunity for performers to develop their characterizations....the retention of original qualities and logical plot development, since scripts are practically unedited for TV & run 1½ hours each....and, most importantly, the re-scheduling concept not only amortizes cost and affords good material more than one airing, but it banks the hungry fires which consume material so heartlessly.

It's questionable as to whether networks could clear time and sponsors as readily as local stations, but every consideration to ramifications of the concept on both network & local levels should be afforded. This week's Broadway TV Theater play: "Angel Street", with Victor Jory, Lola Montez & Melville Cooper, 7:30-9pm on Tuesday, Wednesday & Friday only. Seems as though WOR-TV is dedicated to Dodger night BB too.

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(11)

CBS(Ch2) - 1-2pm; REPEAT; President Truman's White House Tour; from WCBS-TV(kine) to the net; the kinescope of Truman's personally-conducted tour of the renovated White House will be shown; as feature of the telecast, Sig Mickelson, CBS-TV Director of News & Public Affairs will make a formal presentation of the original television recording to Luther Evans, Librarian of the Library of Congress.

Mon(12)

ABC(Ch7) - 8:30-9pm; HIGHLIGHT; Watchdog of the Air Force Dollar; from WJZ-TV to the net; Sustaining; Prod - U.S. Air Force; Dir - Babette Henry ABC-TV; Assoc Dir - Jack Lucksinger ABC-TV; a program graphically explaining the auditing system of the Air Force will include a specially prepared film, and a panel consisting of Harold C. Stuart, president of the Air Force Assn & former Asst Secy of the Air Force, and Gil Robb Wilson, editor of Flying Magazine; Dorian St. George will serve as moderator.

CBS(Ch2) - 10:45-11:30am Mon thru Thur, 11-11:30am Fri; DEBUT; Your Surprise Store; from WCBS-TV to the net; Sustaining; Prod - Hal Fimberg; Dir - Frank Satenstein; Writers - Roy Schwartz, Bob Phillips, Harry Grossiner & Stan Hart; Lew Parker as department store manager & Jacqueline Susann as his assistant in new audience participation show; studio contestant progress thru several stages of brain-teasers, stunts & games of skill and then swap personal possessions for valuable articles from the store counters, or win other prizes. Vern Bennett is the announcer.

Sat(17)

CBS(Ch2) - 4-5pm; HIGHLIGHT; Armed Forces Day Program; from WTOP-TV(Wash,DC) to the net; Walter Cronkite & Bill Shadel will be the commentators and narrators of a special broadcast featuring unusual demonstrations of the combined armed forces at Bolling Field, Washington, D.C. which will include bomber-flight formation, landing of a combat group of cargo plane, air-sea helicopter rescue and other events.

LAST WEEK'S NETWORK CHANGES

ABC - Mr. Arsenic; DEBUT May 8; from WJZ-TV to the net; Thurs 8-8:30pm; Sustaining; Pkgr-Prod - Jerry Layton; Dir - Eddie Nugent ABC-TV; Writer - Burton Turkus; Burton Turkus,former Asst DA, in new discussion series presenting factual information concerning men who figure in the top echelons of the underworld.

Girls' Baseball; RETURN May 9; from WJZ-TV to the net; Sat 8:30pm-end of game; Sustaining; the initial game in the softball series will feature the home game of the Arthur Murray Girls club against the Freeport Forest Jewels, winners of last season's pennant; Debuted May 16, 1951 for 9 weeks.

NBC - We, The People; on May 9, the editors of Life Magazine took over production of the show, with the format changed to cover the political scene. Gulf Oil continues as sponsor, with the new production policy in effect through the time of the national conventions. VP Alben Barkley was the featured guest.

NEWLY ANNOUNCED NETWORK FUTURES

May 18 - Special Bertrand Russell Talk; NBC-TV Sun 5:30-6pm; Filmed especially for television, Bertrand Russell, the eminent philosopher, mathematician and winner of the Nobel Prize for literature in 1950 discusses "Changing Beliefs and Unchanging Hopes".

SPONSOR ACTIVITY

GENERAL FOODS thru Young & Rubicam will sponsor the Eve Arden starrer, Our Miss Brooks on CBS-TV in the fall; it is expected that the show will be spotted on Monday nights following I Love Lucy and preceding Studio One.

HORMEL thru BBD&O has arranged for filming by Kling Studios in Hollywood of the Hormel All Girl-Review, a series which has been on radio for several years. Programs will be shown in spot markets rather than on network.

MILES SHOE thru Hirshon-Garfield has picked up sponsorship on WNBT's Children's Theater(Sat 9-10:30am) effective May 10.

NYC LOCAL STATION ACTIVITY

WABD - Boxing from Eastern Parkway Arena; DEBUT May 12; Mon 10pm-end; Sponsor - Coop; will also be seen on the network and to other cities via kine.

WCBS-TV- It's Worth Knowing; NEW TIME May 10; Sustaining; educational show seen on Saturday from 5:30-6pm will now be seen from 5-5:45pm. Prod - Robert Herridge WCBS-TV; Dir - Jon Fogel; Edward Stasheff is moderator.

Take It Away; HIGHLIGHT May 10 & 11; Sat 2:15-2:30pm; Sun 2-2:15pm; Sustaining; documentary film produced by the NYC Dept of Sanitation shows the complex problems of the department.

World's Greatest Mother; HIGHLIGHT May 11; Sun 2:30-3pm; Sustaining; Special Mother's Day film produced by Father Patrick Peyton at Jerry Fairbanks stars Loretta Young, Ethel Barrymore, Ruth Hussey and Gene Lockhart and features vocal selections by Ann Blyth, Nan Merriman and Ann Jamison. nn

WJZ-TV - Street of Songs; DEBUT May 6; Mon thru Thur 6:45-6:55pm; Sustaining; Prod-Chuck Bishop; Dir - Bill Beal; David Street, baritone, stars in what is described as an"intimate interlude of memory tunes as well as current pop favorites.

Spotlight to Stardom; DEBUT May 12; Mon 10-11pm; Sustaining; Pkgr-Prod - Solow-Stark Productions; Dir - Paul Burggraf WJZ-TV; Bob Ellsworth will be the announcer on new variety talent show, with "new faces" in show business competing for two prizes each week and a grand prize at the end of 13 weeks, chosen by audience mail vote; an established star will appear to tell how he got his start in show business. MC - Joe Franklin.

WNBT - Through the Enchanted Gate; DEBUT May 11; Sun 12:30-1pm; Sustaining; Production Superv - Dick Pack; Dir - Jim Elson; Ben Grauer will act as narrator on art education program presented by NBC in cooperation with the Museum of Modern Art; Victor D'Amico of the Museum's Department of Education will produce the program which will feature modern teaching techniques; current series is for 13 weeks.

WOR-TV - The World's Greatest Mother; HIGHLIGHT May 11; Sun 9:30-10pm; See WCBS-TV.

Broadway TV Theater; NEW TIME; Mon thru Fri 7:30-9pm; formerly was seen Wednesday 8-9:30pm.

TV Auction Club; NEW TIME May 14; Wed 9:15-9:45pm; Program was formerly seen from 7:30-8pm. Between The Lines from May 13 will be seen Tuesday 9:30-10pm; Trapped from May 17 will be seen Saturday 7:30-8pm, with the film show, Western Playhouse moving to the 6:30-7:30pm time slot.

CBS-TV OFFERING TV COURSES TO POLITICAL CANDIDATES - The CBS-TV Public Affairs Division in Washington has issued enrollment invitations for a television school course to all Presidential aspirants and Senatorial candidates of the major parties. Cognizant of the fact that television appearances can affect a candidate's ability to win or lose votes, the network will provide group or individual instruction on the art of appearing to one's best advantage before the TV audience. The first two acceptances were from Senators William Benton (D.Conn) & Urving M. Ives (R. NY), and private sessions have been arranged for them at WTOP-TV in Washington.

DUMONT SIGNS FOR NIELSEN SERVICE; NIELSEN'S LATEST RATINGS - A.C. Nielsen has announced that the DuMont Television Network has contracted for both National Nielsen Television Index Service and New York TV Nielsen-Ratings Reports. The top ten national programs for two weeks ending April 12, and the top ten NY programs for four weeks ending April 12 according to Nielsen:

National		New York	
I Love Lucy	68.2	I Love Lucy	59.5
Godfrey's Scouts	60.0	Godfrey's Talent Scouts	49.8
Godfrey & Friends(Pillsbury)	56.2	Godfrey & Friends(Liggett&Myers)	42.3
Godfrey & Friends(Liggett&Myers)	55.0	Godfrey & Friends(Pillsbury)	40.7
Red Skelton	49.9	Your Show of Shows(R.J.Reynolds)	39.3
Texaco Star Theater	46.1	Texaco Star Theater	38.9
Your Show of Shows(Participating)	45.7	Amos 'n' Andy	37.2
Your Show of Shows(R.J.Reynolds)	45.4	Fireside Theater	37.2
You Bet Your Life	44.1	Your Show of Shows(Participating)	36.5
Colgate Comedy Hour	43.2	Colgate Comedy Hour	34.8

COMMERCIAL TV PLANNED IN ENGLAND - According to Radio-Television Daily, the British government is expected to announce the inauguration of a limited system of commercial television, with the government setting standards for commercial copy and limiting the type of sponsors which may be televised.

SEE UPT-ABC MERGER UNLIKELY THIS YEAR - FCC Examiner Leo Resnick has told Daily Variety that he no longer thinks it possible to have a decision in the ABC-UPT merger case by October 1 in view of the 150 additional exhibits introduced into evidence last week. Because of various technicalities it seems likely that no decision will be handed down before January or March of 1953.

FCC ACCEPTS 17 TV APPLICANTS - The FCC has announced acceptance for filing a total of 17 new TV applications since the lifting of the freeze. Approximately a third of the applications filed since that time have been returned either because of irregularities in preparing the application or for further information.

KPHO-TV, PHOENIX, SOLD - The Meredith Publishing Co of Des Moines, Iowa, has purchased Phoenix radio & television stations KPHO & KPHO-TV for $1,500,000. E.T. Meredith, vice-president and general manager of the publishing company negotiated the contract and a separate contract which names John C. Mullins, president & general manager of the stations as managing director and consultant under the new setup. Meredith also holds stations WHEN-TV in Syracuse and WOW-TV in Omaha.

WOR EXECUTIVE SEES TRANS-OCEANIC TELEVISION IN 1953 - J.R. Poppele, vice-president of WOR, in a letter to RTMA, has stated that trans-oceanic television could become a reality if immediate steps are taken to outline plans and a course of action. He feels that the first important event worthy of the step is the coronation of Queen Elizabeth II in June, 1953. Mr. Poppele, who engineered the first trans-Atlantic broadcast over WOR in October, 1922 lists two suggested methods of accomplishing the telecast - one by TV relays from ship to ship, with 100 ships spaced at thirty mile intervals, or by the use of six planes flying in a circular pattern at altitudes from 30 to 40 thousand feet at 500 mile intervals. A recent RCA stockholders meeting was told by General Sarnoff that international television was possible within 5 years.

ADDITIONAL BUILDING UNDERWAY AT ABC-TV IN HOLLYWOOD - Augmenting present buildings on ABC's 23-acre lot an additional 13,000 square feet of building is now under construction in Hollywood. The additions include an east-wing of the existing executive bungalow, which will house offices of the TV Sales Program and Production staffs; a conference room; an extension of the Master Control building to accommodate the Engineering and Film Departments; a one-camera studio and film and screening rooms; a scene storage dock and a combination car port-field shop.

BARNARD COLLEGE JOINS NBC IN OFFERING SUMMER TV COURSES - For the second year, Barnard College, in cooperation with NBC, will offer four professional courses in a six-week Summer Institute of Radio & TV starting June 30. The courses will be taught in the NBC Rockefeller Center studios, with NBC staffers as instructors. Mrs. Doris Corwith will teach the course titled "Introduction to Radio & Television", an over-all picture of the industry; Patrick J. Kelly will be instructor for the announcing course; William Hodapp, producer of American Inventory, will teach production,and Ross Donaldson, NBC supervisor of literary rights, will be instructor for the writing course.

FOLEY & GORDON NOW GEORGE F. FOLEY INC. - George F. Foley having purchased Richard Gordon's interest in Foley & Gordon, Inc., the new firm name of the radio & television packaging house is George F. Foley, Inc. Foley recently completed a talent search for Tales of Tomorrow, his ABC-TV package.

PERSONNEL ITEMS: Alfred L. Hollender, partner & executive vp of the Louis G. Cowan office, has been named to head radio & television activities for the Citizens for Eisenhower organization.....Ward Byron & Frank Woodruff have joined Lennen & Mitchell as executive radio & TV producers. Byron, who will be on the NY staff, has been with ABC-TV, with Woodruff, who has been assigned to Hollywood, former Silver Theater & Bigelow Theater producer at Fairbanks & Y&R.....Richard E. Jones heads the WABD sales group which has been separated from the network sales office which is headed by Ted Bergmann. George Monaghan has been added to the local sales staff.....David Mathews has joined Ruthrauff & Ryan as supervisor of television films in Hollywood, with first assignment the "Big Town" series.....Clarence Thoman, formerly of NBC-TV, has joined the television department of William Esty as production manager, and Cyrus Mann, free lance writer and director, has gone with the company as a member of the production staff.....Wilmer S. Clark has been appointed California representative for DuMont's film department. He was formerly sales manager of WJEF-TV, Grand Rapids.....Lou Brott has been appointed sales representative for United Artists in Washington, D.C.....Ralph Winters has joined Ziv Productions and will be in charge of casting on The Unexpected series as well as Boston Blackie & The Cisco Kid. He was formerly with RKO.

FILM DIGEST

NBC SIGNS WILLIAM BOYD FOR 10 YEARS - NBC has signed William Boyd to a new 10-year contract, under the terms of which he will make a series of 52 new half-hour films over a period of the next two years, all of which will be syndicated by NBC to markets through ut the country for release in October, 1952. NBC outbid Ziv & Motion Pictures for TV among others for Boyd's signature.

SCREEN TELEVIDEO CO. TO DO "CAVALCADE" FILMS - Reynolds Productions of Bev Hills thru its subsidiary Screen Televideo Productions will film the first series of four half-hour TV programs for the duPont Co's Cavalcade of America series which will be seen on NBC-TV. Production is scheduled to be in within a few weeks.

BERNARD KREISLER JOINS NEW TV SYNDICATORS - B.Bernard Kreisler has resigned as executive director of MPAA's advisory unit to head the newly formed International Film Assoc TV Corp, a foreign film & TV syndicate. The new corporation will act as a clearing house for foreign films here, and a techincal unit will dub foreign films. Associated in the firm are James Frank, Robert M. Davidson, Chas.Goodman & A.Strelsin.

STERLING ACQUIRES BRAY CARTOONS - Sterling Television has acquired rights to 53 animated cartoons, including 10 "Out of the Inkwell" subjects, from Bray Studios. The cartoons have been re-edited for TV with new sound tracks added, and the package also includes 11 "Unnatural History" films & 12 "Dinkey Doodle" and 20 "Bobby Bump" shorts.

"FIRESIDE THEATER" SIGNS JANE WYATT - New star policy on Fireside Theater was put into effect last week; Jane Wyatt & John Shelton went before the cameras in "Love Without Wings". Frank Wisbar is producer-director.

VAN PRAAG FORMS FOREIGN LANGUAGE UNIT - William Van Praag, executive producer of Van Praag Productions, has announced the formation of a new foreign language production unit which will specialize in producing foreign language film commercials. The new division will dub new sound tracks and titles on many existing commercials and shoot new ones in English and Spanish simultaneously, aimed for the Mexican & Cuban markets.

PRINCETON FILMS OFFER NEW SERIES - Norman Brokenshire is the star of the new low-budget series released by Princeton Film Center, The Handy Man, a how-to-do-it show, each film running 3½ minutes. A total of 265 films is planned, each dealing with a problem of the householder. David Lown Productions was associated in production of the series.

COMMERCIALS PRODUCTION

ARCHER PRODUCTIONS(NY) - 6 (60") completed for Spic & Span thru Biow for Nat'l Spot; LA with LS.

VIDICAM PRODUCTIONS(NY)- 1 (60") completed for Gen'l Electric Textolite thru Benton & Bowles for Nat'l Spot; FA & LA with LS & VO.

1 (60") completed for Nestle Co (Nestea) thru Needham & Grohmann for Local Program; FA with VO.

First TV Commercial to return by popular demand, is the four-year old B.V.D. animated jingle, which has been placed by Hirshon-Garfield on WCBS-TV after the 11pm News-sportscasts. (Screen Gems).

TALENT SHOWSHEET

May 9-18, 1952

PROGRAM	NET TIME	GUESTS
		(S - Singer; D - Dancer; C - Comic; M - Musician)

****Most of the shows on May 9-10-11 were listed in last week's issue. The rest are included here for the record.

FRIDAY MAY 9

Mike & Buff	CBS 2:45	Ilka Chase, Marion Hargrove(author), Monte MacLevy, Mike Brown(S), Josephine Palmer(beautician)
Twenty Questions (Bill Slater)	DuM 8pm	John Hodiak

SATURDAY MAY 10

Nick Kenny	NBC 3:45	Tom Corbett(Space Cadet), Lee Sullivan(S), Ilene Schneider(school girl)
Ken Murray	CBS 8pm	Victor Borge, Mrs. Arthur Murray, Kay Francis, Lola Albright
All Star Revue (Danny Thomas)	NBC 8pm	Eleanor Powell, June Havoc, Bunny Lewbel (FROM HWOOD)
Mike & Buff	CBS 9pm	Featuring famous NY fashion models
Your Show Of Shows	NBC 9pm	Coleen Gray, MC; Graciela Rivera(soprano)
Songs For Sale (Steve Allen)	CBS 9:30	Singers: Larry Douglas, Tony Bennett, Sunny Gale; Judges: Mary Sinclair, Barry Gray, Sid Paines, Jack & Juggy Gale

SUNDAY MAY 11

Candy Carnival	CBS 12:30	Joyce Hart(acro), Joan Deutsch(tight wire), Jack Campbell & Sharon Lynch(acro), Annelisse Puthe(rope climber)
Greater NY Fund (SPECIAL PROGRAM)	NBC 3:30	Father Knickerbocker's Holiday - fund raising variety show with MC Morey Amsterdam, Francey Laine, Milton DeLugg, other stars.
Meet The Press	NBC 4pm	Gov. Thomas E. Dewey
Hllmk Hall Of Fame (Sarah Churchill)	NBC 4:30	A Woman Of The Ages(Abigail Adams) - by Jean Holloway; with Sylvia Field(replaced June Walker), John Boruff, Bill Daniels, Salvatore Mineo, Betty Lou Keim, Michael Mann
Lamp Unto My Feet	CBS 5pm	Compline - by Allen Sloane; with Cameron Prud-homme, Mary Perry, Charles Eggleston, Theodore Newton, Donald Curtis
Royal Showcase (Jack Carson)	NBC 7pm	Patricia Morison

SUNDAY MAY 11(Con'd)

Amer. Town Meeting	ABC 6:30	Why Keep Price Controls - with Ellis W. Arnall, Lawrence Fertig
This Is Show Bus.	CBS 7:30	Betty Furness, Kathy Barr, Nanci Crompton, Roger Price
Toast Of The Town (Ed Sullivan)	CBS 8pm	Errol Flynn, Paulette Goddard, Georgia Gibbs, Helen Roberts & Richard Walker(S), Jean Destine Dancers
Colgate Comedy Hour (Donald O'Connor)	NBC 8pm	Hedy Lamarr, Tony Dexter, Martha Tilton (FROM HOLLYWOOD)
Arthur Murray	ABC 9pm	Helen O'Connell, Will Jordan, Earl Barton(D)
Rocky King (Roscoe Karns)	DuM 9pm	Murder Is Money - by Evelyn Goodman; with Gene Blakely, Anne Meacham, Ted Jacques, William Coburn
Plainclothesman (Ken Lynch)	DuM 9:30	The Disappearing Doctor - with Abe Simon, Elaine Joyce, Harold Gari, Al Ramsen, Eddie Hyans

MONDAY MAY 12

The Egg And I	CBS 12N	Karen Hale begins new running part today
Garry Moore	CBS 1:30	Herb Shriner, Lucile Watson
Bway Matinee	WABD 1:30	Martha Wright
Bert Parks	CBS 3:30	Anita Colby
Kate Smith	NBC 4pm	George Givot, Fashion Showcase
Magic Cottage (Pat Meikle)	DuM 6pm	Sgt. Higgenbottom's Royal Vacation - with Bernard Kates & Skedge Miller (Seen today thru May 16)
H'wood Screen Test (Neil Hamilton)	ABC 7:30	Chester Morris, guest, in Genius For Murder - with John McLiam, Barbara Joyce
Bway TV Theater (Tue,Wed,Fri only, Mon&Thu-baseball)	WOR 7:30	Angel Street - by Patrick Hamilton; with Victor Jory, Lola Montez, Melville Cooper, Elizabeth Eustis,Anita Bolster
Mr Dist Attorney (Jay Jostyn)	ABC 8pm	The Promise - with Douglass Watson, Joe DeSantis, Phil Sterling, Jack Healy, Ray Dorian
Lux Theater	CBS 8pm	Marriage Is The Beginning - with Diana Lynn, Donald Curtis, Blanche Yurka, Roger Price, Rosamund Vance, Joan Morgan, Virginia Girvin; DIR: Dick Goode
Voice Of Firestone	NBC 8:30	Barbara Gibson
Lights Out	NBC 9pm	The Green Thumb - by Bob Foshko & Merrill McClatchey; with George Mitchell, Victor Thorley, Jim Boles, Everett Chambers, Georgianne Johnson
Robert Montgomery	NBC 9:30	Lila, My Love - by Thomas W. Phipps; with Robert Cummings, Gaby Rodgers, Tamara Daykarhanova, Donald Briggs, Charles Gladen, Julius Bing, Andree Corda, Carl Don; DIR: Vincent Donehue

MONDAY MAY 12(Con'd)

Studio One	CBS 10pm	They Came To Baghdad - by Agatha Christie, adapt by Ted Sturges; with Richard Kiley, June Dayton, Bramwell Fletcher, Elaine Ellis, James Noble, Basil Howes, Forrest Wood, Stuart Burns, Jacqueline deWit, Lulu Belle Clark, Leon Askin, Robert Dale Martin, MacLean Savage; DIR: Paul Nickell
Spotlight To Stardom (Joe Franklin)	WJZ 10pm	Barney Ross, Larry Marvin(C), young talent to be announced
Who Said That	NBC 10:30	Maj. George Fielding Eliot, HV Kaltenborn, Jacqueline Susann (KINE SEEN ON WNBT SAT MAY 17, 7pm)

TUESDAY MAY 13

Garry Moore	CBS 1:30	Diana Lynn
Mike & Buff	CBS 2:45	Anita Ellis(S)
Kate Smith	NBC 4pm	Shandra Kaly Dancers, Pauline Betz & Sandor Glancz (table tennis), Evalyn Tyner
Stork Club	CBS 7:45	Sonja Henie, Dr. Henry Pratt(Pres. Greater NY Hospital Assoc)
Sam Levenson	CBS 8pm	Rocky Graziano & his 2 daughters
Texaco Star Theater (Milton Berle)	NBC 8pm	Carol Bruce, Gene Krupa Trio, Kay Armen, Clark Dennis
Draw To Win (Henry Morgan)	CBS 8:30	Ham Fisher, Glynis Johns
Keep Posted	DuM 8:30	Secty Interior Oscar Chapman, Sen. Russell B. Long
Battle Of The Ages (John Reed King)	DuM 9pm	Vets: Russell Swann, The Birants(C); Youth: Martin & Florenz(puppets), Connie Francie(14-yr-old singer)
Fireside Thtr(film)	NBC 9pm	The Rivals - by Raymond Spencer & Jack Natteford, adapt by Margaret Buell Wilder; with Claudia Dell, Leslye Banning, Robert Paige, Robert Neil, Marjie Millar
Suspense	CBS 9:30	Fingers Of Fear - by Halsted Wells; with Robert Keith Jr, Lawrence Fletcher, Elizabeth Johnson, Brandon Peters, Alan Tower, Wesley Lau, Paul Lipson, JP Summer
Armstrong Theater	NBC 9:30	Dismal Swamp - by William Dudley; with Oliver Thorndike, Lloyd Knight, Robert Brown, Christopher Drake, Joan Morgan, Floyd Buckley
Danger	CBS 10pm	The Strong Finish - by Saul Levitt; with Gene Reynolds, James Lipton, Philip Pine, Leonard Barry, Jay Barney, Martin Kingsley, Tom Gorman
Not For Publication (Jerome Cowan)	DuM 10pm	The Build-Up - by Harold J. Taub; with Joy Hodges, Herbert Rudley, Jack Klugman, Byron Halstead
Bob Considine	NBC 10:45	W. Averell Harriman

WEDNESDAY MAY 14

Strike It Rich	CBS 11:30	Walter Florell(hat designer)
It's A Problem (Fannie Hurst)	NBC 11:30	Professional Children - with Helen Hayes
Garry Moore	CBS 1:30	Billy Gilbert, Rev. Jesse W. Stitt, Rabbi Sidney Strome
Bway Matinee (Ethel Colby)	WABD 1:30	Representatives from Actors' Equity
Kate Smith	NBC 4pm	Tommy Wonder & Margaret Banks(D), Pee Wee King, Angel (child ventriloquist), WAC guest
Kate Smith Evening	NBC 8pm	Carl Brisson, Ethel & Albert, Les Dassies(C), Pat Rooney III, George M. Cohan Jr.
Ellery Queen (Lee Bowman)	ABC 9pm	Cat & Mouse - by Henry Misrock; with Joseph Anthony, Paul Langton, Flora Campbell, Glenn Gordon
Strike It Rich	CBS 9pm	Jane Pickens
Kraft Theater	NBC 9pm	The Inn - by Roger Garis; with Warner Anderson, Margaret Hayes, Frank Thomas Sr, Whit Bissell, Harry Sheppard, Rod Steiger, Dorrit Kelton, Dick Ewell, Leonard Yorr, Frank Overton, Patrick Campbell, Griff Evans, Harry Bellaver, Stuart Germain, Harold Grau, Biff Elliott; DIR: Maury Holland
The Web	CBS 9:30	Kill With Kindness - by AJ Russell; with Sidney Blackmer, Charles Dingle, Anne Shoemaker
Celanese Theater	ABC 10pm	The Distaff Side - by John Van Druten, adapt by Joe Schrank; with Celia Johnson, Eileen Peel, Scott Forbes, John Merivale, Viola Roache, Adrienne Corri, Olive Blakeney, John D. Seymour, Alistair Cooke, Joan Campany

THURSDAY MAY 15

Garry Moore	CBS 1:30	Ivan Sanderson(scientist), Cedric Hardwicke, Ted "Sport" Morgan(S)
Mike & Buff	CBS 2:45	Blackburn Twins
Kate Smith	NBC 4pm	The Cobats(D), Sen. Blair Moody, Carl Brisson, Jeanne Mitchell(violinist)
Eloise Salutes	WPIX 5:15	Cmdr Manning (KINE SEEN ON WCBS-TV SUN MAY 25, 11:15pm)
Stork Club	CBS 7:45	Gene & June Lockhart, Visiting mayors
Star Of The Family (Peter Lind Hayes)	CBS 8pm	Leo Durocher & Laraine Day, Tommy Edwards(S), Elaine Dunne(D)
T-Men In Action (Walter Greaza)	NBC 8:30	The Sure Thing - by AS Ginnes; with Herbert Nelson, Harry Worth, Margaret P. Barker, Richard Bishop, Dennis Bohan, Alan Shayne

THURSDAY MAY 15(Con'd)

Man Against Crime (Ralph Bellamy)	CBS 9pm	Pat Barry, Don McHenry, Calvin Thomas, Philip Pine, Harold Gari, Maude Scheerer, Dallas Boyd, Hal Currier John Glendinning
Royal Plyhse(film)	DuM 9pm	Going Home - by Brewster Morgan, adapt by Samuel B. Harrison; with Dabbs Greer, Noreen Nash, Hugh O'-Brian, Nolan Leary, Marlene Lyden, Robert Lyden, William Erwin, Kate Lee, Wendy Waldron, Virginia Farmer
Ford Festival (James Melton)	NBC 9:30	Edward Everett Horton, Zasu Pitts
Charlie Wild (John McQuade)	DuM 10pm	The Tarnished Badge - with John Marriott, Paul Ford, Connie Ford, Jacques Aubuchon, Leo Bayard
Martin Kane (Lloyd Nolan)	NBC 10pm	Cast not available at press time.
Crime Photographer (Darren McGavin)	CBS 10:30	A Score To Settle - by James P. Cavanagh; with Joseph Sullivan, Robert Lieb, Florence Beresford, Oliver Thorndike, Melville Ruick, Alan Devitt
Author Meets Critics (Quentin Reynolds)	DuM 10:30	Economy In The National Government - by Sen. Paul H. Douglas; Sen. Wm Benton(pro), Godfrey P. Schmidt(anti)

FRIDAY MAY 16

Strike It Rich	CBS 11:30	Virginia Gilmore
Garry Moore	CBS 1:30	Roger Price, Ray Malone
Kate Smith	NBC 4pm	Clark Bros(D), Constance Bennett, Don Cherry(S), The Marvellos(C)
We, The People	NBC 8:30	Sen. Estes Kefauver, Sen. Paul H. Douglas
Schlitz Playhouse	CBS 9pm	Autumn In New York - musical comedy with score by Vernon Duke, book by Arnold Schulman; Prod-Dir: Wm H. Brown Jr; Choreog: Bob Herbert; Choral Dir: Ray Porter; Cond: Glenn Osser; with Polly Bergen, Skip Homeier, Don Briggs, Jane Rose, Suzanne Dean, Robert Carricart, Lee Pappell, Nathaniel Frey
Big Story	NBC 9pm	Ed Neumeier, Humboldt Times(Eureka, Cal) - with William Brower, Francis DeSales, Edward Binns, Joe Silver, Elaine Ellis, Betsy Palmer
Tales Of Tomorrow	ABC 9:30	Black Planet - by Mann Rubin; with Leslie Nielsen, Frank Albertson, Helene Miller(runner-up in recent TOT talent contest)
It's News To Me	CBS 9:30	Nina Foch
Police Story	CBS 10pm	Springfield - by Max Ehrlich; with EG Marshall, Fred Stewart, Chris Gampel, Frank Campanella, Eda Heinemann, Paul Lipson, Harrison Dowd; DIR: David Rich
Cavalcade Of Stars (Jackie Gleason)	DuM 10pm	Jane Pickens, Merv Griffin(S)

Pres. Timber	CBS 10:30	Sen. Robert S. Kerr

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ADVANCE LISTING (Incomplete)

Listing for next Saturday's and Sunday's programs are recorded here. It is impossible for us to make them more complete, since the production offices themselves did not have the information at our press time which is Friday, 6pm. As usual, for the record, complete cast credits for these shows will be recorded in our next issue.

SATURDAY MAY 17

Mr I Magination (Paul Tripp)	CBS 1pm	The Royal Mounted Police Story - with Donnie Harris
Ken Murray	CBS 8pm	Guest: Johnny Mack Brown
All Star Revue (Ed Wynn)	NBC 8pm	Ritz Bros. (C), Evelyn Knight (S), Jack Webb (actor)
Songs for Sale (Steve Allen)	CBS 9:30	Guest Singers: Betty Clooney, Don Cherry, Martha Stewart, Eileen Barton, Helen Forrest, The Ink Spots; Judges: Arthur Schwartz, Barry Gray, Bob Poole, Milton Cross, Mimi Benzell (6 week finals)

SUNDAY MAY 18

This is Show Biz	CBS 7:30	Kay Thompson, panelist; Ray Middleton, Gene Baylis Marcia Van Dyke
Comedy Hour (Eddie Cantor)	NBC 8pm	Cesar Romero, The Szonys(D), Rusty Draper.
Philco Playhouse	NBC 9pm	A Cowboy For The Girls - by Walter Black & William Mendrek; with Brandon de Wilde, Buster Crabbe, Judy Parrish, Lenka Peterson, Fritz de Wilde, Gordon Peters, Nelson Olmsted.
Celebrity Time (Conrad Nagel)	CBS 10pm	Joe E. Brown, Helen Gallagher(D), Wally Cox, Peggy Ryan & Ray McDonald(D)

TALENT LOCATOR SERVICE

JOSEPH BULOFF in NY for TV - AGT: Al Grossman CI 5-8422

ALBERT DEKKER arrives May 19 for TV - AGT: Wm Morris JU 6-5100

MELVYN DOUGLAS available - AGT: William Morris

STUART ERWIN in NY for TV - AGT:Wm Morris

FLETCHER & SHEIDY(comics) currently at Le Ruban Bleu, available for TV - CON: David Graham MU 2-5910

JOHN FORSYTHE available for TV - AGT: MCA PL 9-7500

VAN HEFLIN arrives May 14 - AGT: MCA

WANDA HENDRIX in NY for TV - AGT: Wm. Morris

VERONICA LAKE available for TV - AGT: Wm Morris

PAT O'BRIEN available thru Wm Morris

CLAUDE RAINS arrives mid-June - AGT: Wm Morris

GENE RAYMOND arrives May 13-AGT: W.Morris

DINAH SHORE arrives in NY late May from West Coast.

MAY 18-24, 1952

VOL. 3 NO. 15 SUPPLEMENT C

NEWS ED: David B. Graham
TALENT ED: Alvin Sullum

Ross Reports ON TELEVISION

PROGRAMS • PERSONALITIES

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(18)

CBS(Ch2) - 4-6pm; HIGHLIGHT; Palm Beach Round Robin Golf Finals; from WCBS-TV to the net; Sponsor - Palm Beach Co thru Ruthrauff & Ryan(5-6pm); Prod - Judson Bailey CBS; Dan Seymour, Bobby Locke, Red Barber & John Derr will be the commentators for the golf tournament from the Wykagyl Country Club, New Rochelle, N.Y. Competing golfers include Max Faulkner, Roberto DiVicenzo, Sam Snead, Byron Nelson, Lloyd Mangrum, Cary Middlecoff, Jimmy Demaret, Jack Burke, Skee Riegel, Jim Ferrier, Claude Harmon, Clayton Heafner, Ed Oliver, Doug Ford, Marty Furgo and Jerry Barber.

NBC(Ch4) - 5:30-6pm; HIGHLIGHT; 80 Years of Changing Beliefs and Unchanging Hopes; from WNBT(ON FILM) to the net; Sustaining; Prod - Romney Wheeler; Dir - John Irwin; Editor - Bill Henry; Lord Bertrand Russell, eminent philosopher, mathematician and winner of the 1950 Nobel Prize for literature, speaks on the occasion of his 80th birthday about what he feels he has learned in the course of his career. Romney Wheeler, head of NBC's London office, converses with Lord Russell.

Mon(19)

NBC(Ch4) - 3:30-4pm; DEBUT; The Johnny Dugan Show; from KNBH(Hollywood) to the net; Sustaining; Prod-Dir - Cal Howard NBC; Writer - Henry Taylor; Music - Eddie Baxter, pianist-organist; Johnny Dugan, Irish tenor, MC's audience-participation show similar to the Ralph Edwards program, which it replaces for the summer; Arch Presby will be announcer and "assistant gagmaster."

Sat(24)

NBC(Ch4) - 3:45-4pm; LAST SHOW; The Nick Kenny Show; from WNBT to the net; Sustaining; Prod - Albert McCleery; Assoc Prod - Charles Kenny; Dir - Robert Wilbor; columnist Nick Kenny's show had returned to the network March 22 following a six-week hiatus.

LAST WEEK'S NETWORK CHANGES

NBC - Today; 7-9am Mon thru Fri; Sheilah Graham, starting May 12, appears in a five-minute filmed feature on the early morning program. Filmed by NBC cameramen in Hollywood, Miss Graham interviews personalities at different locations each week; segment also gives latest news of the film industry & its personalities.

NEWLY ANNOUNCED NETWORK FUTURES

June 6 - Campbell Playhouse; NBC-TV Fri 9:30-10pm; from WNBT(ON FILM) to the net; Sponsor - Campbell Soup thru Ward Wheelock(Phila); new film series produced for television by Revue Productions in Hollywood will be summer replacement for The Aldrich Family.

GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N.Y.

July 3 - Mr. Peepers; NBC-TV Fri 9:30-10pm; from WNBT to the net; Sponsor - Ford Dealers thru J. Walter Thompson; Pkgr-Writer - David Swift; Prod - Fred Coe NBC; Dir - James Sheldon; Music - Bernie Green; new situation comedy series starring Wally Cox will be 8 week summer replacement for Ford Festival; regular cast members include Norma Crane, Joseph Foley, Betty Sinclair and David Tyrell.

SPONSOR ACTIVITY

BAUER & BLACK thru Leo Burnett & ARMOUR & CO thru Foote, Cone & Belding have each bought segments of Today(NBC-TV 7-9am); B&B purchased two five minute segments, one each on Tuesdays & Thursdays, for 16 & 8 weeks respectively, starting June 17; ARMOUR will sponsor the daily weather reports, aired four times during the show, starting June 2 for 52 weeks.

BUICK thru Kudner, has purchased the 8-9pm Tuesday time slot on NBC-TV for one-a-month programming, leaving the remaining three weeks per month to Berle's Texaco Star Theater. Possibility of a big-scale dramatic production in the Buick spot has been mentioned.

LEVER BROS(Pepsodent) thru Foote, Cone & Belding has optioned the Tuesday & Thursday 7:45-8pm time slots on CBS-TV, picking up the time dropped by Liggett & Myers Fatima Cigarettes which is sponsoring the Stork Club show until the end of the current cycle.

FORD DEALERS thru J.Walter Thompson has purchased Mr. Peepers as summer replacement for the Ford Festival(SEE NETWORK FUTURES).

AMERICAN TOBACCO(Lucky Strike) thru BBD&O has exercised its option on the 9-9:30pm Thursday time period on CBS-TV for next fall. Another cigarette sponsor, R. J. Reynolds(Camels) currently has the Ralph Bellamy Man Against Crime show on at that time, and will have to make a change in the fall.

AMERICAN CIGARETTE(Pall Mall) thru SSC&B will sponsor the Tuesday & Thursday segments of the Doug Edwards News Show(CBS-TV Mon thru Fri 7:30-7:45pm) which Columbia Records had been carrying.

NYC LOCAL STATION ACTIVITY

WABD - Feature Assignment; DEBUT May 16; Fri 11:15-11:45pm(on film); Sponsor - Merrimac Hat Corp thru Richard Bernstein(¼hr only); Prod - Richard Bernstein & Jack McGowan; Carl Caruso, serving as a newspaper reporter, will narrate series of documentary films.

WCBS-TV- 1952 Scout-O-Rama; HIGHLIGHT May 24; Sat 1:45-5pm; Sustaining; Dir - Frank Moriarty; from Madison Square Garden, 25,000 Boy Scouts will participate in special show, highlighted by CBS-TV stars.

Six O'Clock Report; DEBUT May 26; Mon thru Fri 6-6:15pm; Sustaining; Don Hollenbeck, Bill Leonard and Tom Meany will report on international, local and sports news.

WJZ-TV - Away You Go; DEBUT May 18; Sun 11:15-11:30pm; Sponsor - Colonial Air Lines thru Hilton & Riggio; Prod - Norman Baer; Dir - Paul Burggraf; Bob Haymes, assisted by Connie Clausen, MC's new audience participation show with winners given five-day all-expense-paid trip to Bermuda.

WJZ-TV - Bill Harrington Show; DEBUT May 19; Mon,Wed,Fri 5:30-6:30pm & 6:45-6:55pm; Tue & Thu 5:30-6:55pm; Sustaining; Prod - Chuck Bishop; Dir - Ray Abel; Bill Harrington, singer & pianist, will be host of song & chatter program which will use three-minute musical film featurettes, and will present interviews with entertainment personalities.

WOR-TV - Food For Thought With Ella Mason; DEBUT May 19; Mon thru Fri 2-2:30pm; Sustaining; Pkgr-Prod - Robert Bories; Dir - Mel London; Ella Mason will be permanent moderator on new daytime homemaking program, with a panel each day of two homemaking experts; home listeners will be able to participate by writing letters about their problems, with prizes awarded for the best questions.

Tempest Tossed; DEBUT May 20; Tues 10:30-11pm; Sustaining; Dir - Roger Bower; Robert W. Watt will be permanent moderator on new weekly series featuring refugees from countries behind the Iron Curtain. Ed Tucker will be Watt's assistant.

NEWS DIGEST

FORD FOUNDATION READYING TV SURVEY - The Ford Foundation of Pasadena is planning an an extensive survey of television which will take at least a year to complete. $1,000,000 has been set aside for the project for which experts in the TV field will be hired. Public hearings will be set up in all major markets and all phases of programming will be treated with an eye to setting a basic standard of broadcasting for the industry which the FCC might accept as a detached and unbiased opinion.

LATEST TRENDEX RATINGS RELEASED - The top ten Trendex TV Ratings for evening sponsored network television programs for May 1-7,1952 are as follows:

I Love Lucy	48.7	Texaco Star Theater	32.4
Talent Scouts	42.6	Fireside Theater	31.6
Godfrey's Friends	37.0	Your Show of Shows	30.5
CBS Wednesday Fights	36.4	My Friend Irma	29.3
Red Skelton	33.1	What's My Line?	29.0

RTMA REFUTES NCAA CHARGES ON TV SPORTS COVERAGE - Radio-TV Mfgs Assn has charged that the NCAA, in its disclosure that TV coverage was hurting attendance of college football games, failed to disclose the complete story. Basing its stand on a report made for N.W. Ayer, RTMA says that colleges in TV areas had "reported only a moderate loss of 4% from their 1950 levels, compared to a more serious decline of 10% for colleges with no TV competition.

CBS ESTIMATES COST OF UHF & VHF STATIONS - A.B. Chamberlain, chief engineer for CBS-TV, has estimated that a new UHF station can be constructed in a city of less than 50,000 population for a minimum of $119,550. He listed comparable figures for high & low-band VHF stations as $116,950 and $111,700. Chamberlain further said it would require $1,059,500 to install a UHF station in an area such as NY or Chicago, compared with $1,018,900 and $874,500 for high and low-band stations respectively in like areas.

JACK WRATHER BUYS CONTROLLING INTEREST OF KOTV(TULSA) - Jack D. Wrather, Jr., Dallas businessman, oilwell operator and film proudcer(husband of actress Bonita Granville) has purchased 85% of Tulsa Television station KOTV for a reported price in excess of $2,000,000 from George E. Cameron, Jr. & John B. Hill. Helen Alvarez, general manager of the station, retains her 15% interest.

NBC RATE CARD # 6 - The new NBC-TV rate card, covering rates which went into effect on or since January 1, 1952, shows a declining circulation cost as follows:

Card&Date	#NBC Sta	Cost per 1000 Sets	Card&Date	#NBC Sta	Cost per 1000 Sets
#1 6/1/49	34	$ 3.69	#4 1/1/51	63	$ 2.05
#2 11/1/49	49	3.50	#5 7/1/51	63	2.08
#3 7/1/50	60	2.31	#6 5/1/52	64	1.78

According to present plans, 60 of NBC's 64 TV stations will be interconnected, meaning that 99% of all TV homes will have access to live NBC service.

NY BOARD OF TRADE FORMS FILM & TV COMMITTEE - M.D. Griffith, executive vice president of the New York Board of Trade, was elected temporary chairman of a newly formed motion picture and television committee at a meeting of the Board last week. The committee was formed for the purpose of enlarging and strengthening the scope of TV and film activities in NYC, and, in particular, the filming of TV film shows. David Pincus, head of Caravel Films, is vice chairman of the committee.

NBC TO USE PROFESSIONAL JOURNALISTS AS CONVENTION CORRESPONDENTS - NBC will accredit 10 specially selected journalists as convention correspondents, eight of whom have already been chosen from among college faculties. The chosen 10 will be given a special course at Northwestern University which is designed to fit experienced newsmen for the specialized requirements of radio and television coverage for the 1952 political conventions.

SINGLE EDUCATIONAL APPLICATION FILED - The Lindsey Hopkins Vocational School of Dade County, Miami, Florida, is the only applicant to date for a non-commercial TV channel allocation. Following the FCC's lifting of the freeze last month approximately twenty new applications have been received for commercial allocations.

PERSONNEL ITEMS - Bennett B. Holmes, formerly with Kenyon & Eckhardt, has joined the radio-TV department of Marschalk & Pratt.....Phil Williams, theatrical sales manager for the March of Time in NY, has resigned to to join 20th Century-Fox's expanding TV department.....Fred H. Kenkel, executive vp of C.E. Hooper, has resigned his post to join rival research firm, A.C. Nielsen, where he will direct sales activities of the new coverage service, also as a vp..... ..Grant Holcomb, KNXT newscaster, has been named Director of News & Special Events for KNXT and the CBS Television Network, Hollywood, where he will supervise local and network news & special events originating in Hollywood.....Clarence G. Alexander, director of operations for DuMont, leaves June 1 to become manager of operations for RHZ-Cadena Azul of Cuba.....Herbert H. Jacobs and Wilmer S. Clark have been appointed to DuMont's film department, Jacobs as sales manager and Clark as the department's California representative.....Carroll P. Newton and Robert E. Anderson have been elected vice-presidents of BBD&O. Newton is chairman of the radio & television plans board in NY, Anderson is in charge of the agency's Detroit office.....George F. Harrington has been appointed to the motion picture staff of N.W. Ayer's radio-TV department.....William Tinsman, casting director at Warner Bros, has joined Roland Reed Productions in a similar capacity.....Paul Radin, formerly radio-TV head of the Jaffe Agency, has resigned to head the West Coast office of Ted Ashley Associates, agency and packaging organization.....Howard Haines, former ABC-TV staffer, has joined the radio-TV department of Hewitt, Ogilvy, Benson & Mather as assistant to Clint Wheeler.....Dick Woolen, former ABC radio program manager in Chicago, has joined the staff of KTTV, Hollywood, to work on the development of new programs.

FILM DIGEST

FEDERAL COURT RULES FOR REPUBLIC IN AUTRY SUIT - Gene Autry has been denied an injunction which he sought against Republic Pictures and its subsidiary, Television Productions, Inc, to prevent the release of some 64 Western films made by Autry to TV. In his decision, Judge Ben Harrison called Autry's complaint "untenable and unfair in attempting to prevent the studio from enjoying the full share of profits to be derived from said film." A similar suit by Roy Rogers was decided in the plaintiff's favor, but has been appealed by Republic. In all probability Autry will appeal Judge Harrison's decision.

DESILU TO FILM "OUR MISS BROOKS" - The Eve Arden starring package, Our Miss Brooks, has been purchased by General Foods for fall showing, and filming will be done by Desilu, producers of I Love Lucy. Edward Sedgwick has joined Desilu, replacing Marc Daniels, who resigned last week, as director of I Love Lucy, and he will also work with Desi Arnaz in developing and coordinating new program ideas.

SNADER SEEKS COMPLETE CONTROL OF TELESCRIPTION FIRM - Louis D. Snader, president of Snader Telescriptions, is reported seeking to obtain complete control of the firm following top-level disagreement over important policies of the firm. Reub Kaufman, who headed the distribution branch of the company, has sold his interest and withdrawn from the firm. He was replaced as head of sales by E. Johnny Graf.

BILLING, NOT COMMERCIAL PLUGS, FOR "BOSTON BLACKIE" STAR - Kent Taylor, who portrays the title role in Ziv's Boston Blackie series, on seeing his billing usurped by commercial plugs in the Hollywood local showings of the films, set forth objections to the Screen Actors Guild, of which he is a board member, and to Ziv. Objection paid off, with Taylor and other cast members now being billed as per contracts.

FOLEY PACKAGING HOMEMAKING FILM SERIES - George F. Foley, Inc., packagers of the "live" Tales of Tomorrow series, starts production next month on 13 quarter-hour films starring sewing expert Lucille Rivers. The films will be shot in color in New York and will be supervised by John Ward of Foley's staff.

COMMERCIALS PRODUCTION

SARRA, INC.(Chi)- 3 (60") completed for Lanolin Plus Cosmetics thru Tim Morrow(Chicago) for Nat'l Spot; FA & LA with VO.

SCREEN GEMS(NY) - 5 (45") completed for Pennsylvania Rubber thru D'Arcy for Local Program; LA with DR.

3 (60") completed for Saran-Wrap thru MacManus, John & Adams for Nat'l Spot; LA with VO.

TV SCREEN PRODS - 1 (20") & 1 (30") completed for American Legion Auxiliary(Poppy Campaign) for Nat'l Spot; LA with DR & VO.

CODE: FA - Full Anima; SA - Semi Anima; SM - Stop Motion; LA - Live Action; LS - Lip Synch; VO - Voice Over; M - Music; DR - Direct Recording.

PROGRAM	NET TIME	GUESTS
		(S - Singer; D - Dancer; C - Comic; M - Musician)

****Most of the shows on May 16-17-18 were listed in last week's issue. The rest are included here for the record.

FRIDAY MAY 16

Dick Tracy	DuM 7:30	Dick Tracy Meets The Shark - with Joe Devlin, Dabbs Greer, Monica Keating, Stan Blystone (FROM HWOOD)
Twenty Questions (Bill Slater)	DuM 8pm	Ralph Kiner
The Hot Seat (Stuart Scheftel)	ABC 8pm	Sen. Joseph McCarthy

SATURDAY MAY 17

Nick Kenny	NBC 3:45	J. Fred Coots (song writer), Lee Sullivan (S)
Trapped	WOR 7:30	End Of The World - by Frank Wayne; with Henry Beckman, Natalie Priest, Robert Middleton

SUNDAY MAY 18

Kiddie Kollege (Walter Covell)	DuM 12:30	Steve Harris, Kerima
Frontiers of Faith	NBC 1pm	Rachel - by Morton Wishengrad; with Joan Lorring
American Inventory	NBC 1:30	The Election of Abraham Lincoln - by Doug Johnson; with Crahan Denton, Maurice Copeland, Fred Smith, Ward Ohrman, Arthur Peterson, Geraldine Kay, Hal Gordon, Les Spears, Jim Johnston, Vera Ward; Dir - Ben Park
Hats In The Ring	NBC 2:00	Sen. Henry Cabot Lodge
Candy Carnival	CBS 2:30	Leroy Carhart (baton twirler), Roy Anderson & John Ryan (acro), Bob & Helen Scott(D), Goan&Boyer (gym)
Meet The Press (Martha Rountree)	NBC 4pm	Sen. Estes Kefauver
Hllmk Hall Of Fame (Sarah Churchill)	NBC 4:30	Reign Of Terror - by Irwin Lewis; with Sarah Churchill, Wesley Addy, Margaret Alworthy, Harry Mehaffey, Maurice Tarplin, Jonathan Harris, Ruth White
Lamp Unto My Feet	CBS 5pm	No Greater Love; with George Pavarini, (attorney), Msgr. Thomas J. McMahon, Dr. Lyman Bryson(moderator)
Man Of The Week	CBS 6pm	Sen. Styles Bridges, Miles B. Lane (banker)
America's Town Meetg	ABC 6:30	The Steel Crisis - with Henry Hazlitt, Robert Nathan

SUNDAY MAY 18(Cont'd)

Royal Showcase (Jack Carson)	NBC 7pm	Johnny Johnston (S), Lola Albright
Toast Of The Town (Ed Sullivan)	CBS 8pm	Errol Flynn, Paulette Goddard, Patrice Wymore, Roger Price (C), Elton Hayes (S), Dorothy Dandridge (S), Moishe Oysher (S), Norman Evans (C)
Rocky King (Roscoe Karns)	DuM 9pm	Shares In Murder - with Earl Hammond, Grace Carney, David Kerman, Margaret Stewart, Tom McDermott, Ruth Connally
Fred Waring	CBS 9pm	Hay Ride - with Ed Nolte (S)
Plainclothesman (Ken Lynch)	DuM 9:30	A Respectable Family- with Jack Orrison, Connie Lembcke, Bob Drew, Joyce Randolph, Joe Marr, Ken Dibbs

MONDAY MAY 19

Kathi Norris	DuM 11am	Maria Lowpinto (author), Polly Hornburg (designer)
It's A Problem (Ben Grauer)	NBC 11:30	How Can Citizens Help Children - with Mrs. David Levy, Mrs. Andre Maximov
Claire Mann Glamour	ABC 1pm	Charles Colombus (D)
Herb Sheldon	NBC 1pm	Kenneth Nelson, Larry Falter (scout commissioner)
Garry Moore	CBS 1:30	Buck and Bubbles (D)
Bway Matinee (Ethel Colby)	DuM 1:30	Jack Carson
Mike and Buff	CBS 2:45	Casey Jones(pilot), Gill Robb Wilson(editor)
Barbara Welles	WOR 2:45	Madeline Grey (author)
Margaret Arlen	CBS 4pm	Romney Brent
Kate Smith	NBC 4pm	Howard & Shelton (C), Sontag & Meinert (M), Bill Callahan (D)
Magic Cottage (Pat Meikle)	DuM 6pm	Flywheel Cogbrain, Wishful Inventor - with Al Ramsen, Wallace Acton (Seen today thru May 23)
New York Close-Up (Jinx Falkenburg)	NBC 6:30	Elsa Maxwell
H'wood Screen Test (Neil Hamilton)	ABC 7:30	Sidney Blackmer, guest, in Death Nominates The President - with Bess Winburn, Douglas Rutherford
What's My Name (Paul Winchell)	CBS 8pm	Nina Varela
Lux Theater	CBS 8pm	Ferry Crisis At Friday Point - by John Gay; with Fredric March, Florence Eldridge, Henry Jones, Robert Simon, Katharine Bard, Dan Morgan, Roland Winters, Tom McElhony; DIR: Fielder Cook

MONDAY MAY 19(Cont'd)

Voice Of Firestone	NBC 8:30	Cesare Siepi
Lights Out	NBC 9pm	Little Girl - by Douglass Parkhirst; with Patsy Bruder, Betty Lou Keim, Kathleen Comegys,Frieda Altman
Robert Montgomery	NBC 9:30	The Longest Night - by Kenneth Horan, adapted by Martha Wilkerson; with Joan Caulfield, John Newland, Alice Frost, Eva Condon, Leon Askin, Chester Stratton, Harry Sothern, Helen Wagner, Elizabeth Eustis, Michael Sivy; DIR: Norman Felton
Studio One	CBS 10pm	A Connecticut Yankee In King Arthur's Court - by Samuel Clemens, adapt by Alvin Sapinsley; - with Thomas Mitchell, Boris Karloff, Berry Kroeger, Robert Duke, Salem Ludwig, Loretta Daye, Niall MacGinnis, Joe Sweeney, Stewart Burge, Mark Allen; DIR: Frank Schaffner
Spotlight To Stardom	ABC 10pm	Not set at press time.
Who Said That? (Walter Kiernan)	NBC 10:30	Gene Raymond, June and Gene Lockhart, Bill Henry
Bway TV Theater	WOR 7:30	The Nightcap - by Guy Bolton and Max Marcin; with Edward Everett Horton, Melville Cooper, Lola Montez, William Post, Jr., Gavin Gordon, Wendy Drew,Erik Rhodes (seen today thru May 23)

TUESDAY MAY 20

Kathi Norris	DuM 11am	Hon. Mohamed Salleh (plantation representative)
It's A Problem (Ben Grauer)	NBC 11:30	More Jobs For Older People - with Edward Corsi, Walter A. Miller, Louis Dublin, Dr. Lazare Teper
Garry Moore	CBS 1:30	Lucille Watson
Ethel Thorsen	DuM 1:30	George Givot
Margaret Arlen	CBS 4pm	John Fischetti (cartoonist)
Kate Smith	NBC 4pm	Baxil Rathbone, John&June Belmont (D), Paul Hoffman, Edwards Bros (acro)
Stork Club (Sherman Billingsley)	CBS 7:45	Ilona Massey, Paul Hartman
Sam Levenson	CBS 8pm	Bob Dixon and his daughter
Texaco Star Theater (Milton Berle)	NBC 8pm	Kay Starr (S)
Draw To Win (Henry Morgan)	CBS 8:30	Bill Holman, Abner Dean
Keep Posted (Martha Rountree)	DuM 8:30	Can We Cut Our Military Budget With Safety? - with Senators Paul Douglas, Joseph O'Mahoney

TUESDAY MAY 20(Cont'd)

City Hospital (Melville Ruick)	CBS 9pm	Angel In The Infield - by Julian Funt & Robert Newman; with Joey Walsh, Perry Wilson, Martin Ritt
Battle Of The Ages (John Reed King)	DuM 9pm	Sid Stone, O'Donnell & Blair, Pierce Knox (M), Terry & Al Templar (D)
Fireside Thtr(film)	NBC 9pm	To Stand Alone - by Malvin Wald, adapt by John Larkin; with Christine Miller, William Faucett, Robert Neil, Mira McKinney, Stanley Andrews, Dick Reeves, Don Rockland
Suspense	CBS 9:30	Hunted Down - by Charles Dickens, adapt by Raphael Hayes; with Arnold Moss, Stella Andrews,John Baragrey
On Trial	ABC 9:30	The Steel Seizure - with Cong. George Bender, Atty. David Benetar, Atty. Theodore Kheel, Jus. B. Botein
Armstrong Theater	NBC 9:30	Portrait - by Elizabeth Hume; with Eli Wallach, Claudia Morgan, Patricia Barry, Lauren Gilbert
Quick On The Draw (Robin Chandler)	DuM 9:30	Milt Gross, Bill Cullen, Blanche Yurka, Joe Laurie,Jr.
Danger	CBS 10pm	A Buck Is A Buck - by Robert E. Smith; with Don Hanmer, Constance Dowling, Walter Matthau
Not For Publication (Jerome Cowan)	DuM 10pm	You Still Need References - by William Jentz; with Grant Sullivan, Elliott Sullivan, Abe Simon
Bob Considine	NBC 10:45	Sen. Robert A. Taft

WEDNESDAY MAY 21

Kathi Norris	DuM 11am	John Johnson (restaurant owner),Mrs. Belle Austrian
It's A Problem (Ben Grauer)	NBC 11:30	Can You Treat Juvenile Delinquents: - with Hershel Alt, Howard Whitman (author)
Garry Moore	CBS 1:30	Alan Carney
Mike and Buff	CBS 2:45	Dr. Barbara Korsch (pediatrician)
Barbara Welles	WOR 2:45	Harry Wismer (sports commentator)
Margaret Arlen	CBS 4pm	Elgee Bove (designer)
Kate Smith	NBC 4pm	Ethel and Albert, Will Oakland (S), Evalyn Tyner (M), and Fashion Showcase
Perry Como	CBS 7:45	Betty Clooney
Kate Smith Evening	NBC 8pm	Roland Young, Main Street Music Hall Group, the Dunhills (D)
Ellery Queen (Lee Bowman)	ABC 9pm	Coroner's Inquest - by Raphael Hayes; with Lawrence Fletcher, Wright King, Katherine Sergava, Frank Campanella
It's A Business	DuM 9pm	Xenia Bank, George Irving, Lita Bonynge

WEDNESDAY MAY 21 (Cont'd)

Kraft Theater	NBC 9pm	Prologue To Glory - by E.P. Conkle, adapt by Howard Lindsay; with Thomas Coley, Pat Breslin, Una O'Connor, William A. Lee, Butch Cavell; DIR: Stanley Quinn
The Web	CBS 9:30	The Perfect Alibi - by Louis Pelletier & Jack Finke; with Whit Bissell, Richard Webb, Virginia Vincent, Bruce Gordon, Herbert Duffy, John Shellie; DIR: Herb Hirschman
Pulitzer Playhouse	ABC 10pm	The American Leonardo - by Carleton Mabee, adapt by H. R. Hays; with Gene Raymond, Wanda Hendrix, John Forsythe, Peggy Allenby, Cameron Prudhomme, Edgar Stehli, Paul Huber, Gerald Savory, Joe Hardy, Roland Wood, Dave Kurlan, Bob Donley; DIR: Charles Dubin

THURSDAY MAY 22

Kathi Norris	DuM 11am	Alice Richardson (author)
It's A Problem	NBC 11:30	Transportation, Is It Dividing Us? - with Margaret Mead, Dr. John H. Furbay, Dr. Robert Goldenson
Garry Moore	CBS 1:30	Sibyl Bowman (C), Mrs. Alan G. Kirk (wife of former Ambassador to Russia)
Mike And Buff	CBS 2:45	Barry Ross (M)
Margaret Arlen	CBS 4pm	Franklin P. Adams (author)
Kate Smith	NBC 4pm	Trini Reyes (D) & Carlos Montoya (M), David Poleri & Frances Yeend (S), the Lane Bros. (acro)
Eloise Salutes	WPIX 5:15	Cedric Hardwicke (KINE SEEN ON WCBS-TV SUN JUNE 1, 11:15pm)
Stork Club (Sherman Billingsley)	CBS 7:45	Vivian Blaine, Leland Heyward
T-Men In Action (Walter Grezea)	NBC 8:30	The Case Of The Abandoned Street - by Abram S. Ginnes; with Gene Lyons, Robert Pastene, Gilbert Green, Constance Ford, Frank Marth, Douglas Chandler
Man Against Crime (Ralph Bellamy)	CBS 9pm	Howard Smith, Tiger Andrews, Anna Karen, Marian Russell, James Clark, Charles Bolender
Gruen Theater(flm)	DuM 9pm	A Man Wears A Gun - with Francis Ford, Billy Gray
Ford Festival (James Melton)	NBC 9:30	Dorothy Warenskjold (S)
Charlie Wild (John McQuade)	DuM 10pm	The Case Of The Candy Store Kid - with Luba Kadison Joe Mantell, Nancy Devlin, Donald McClelland, Norman Keats
Martin Kane (Lloyd Nolan)	NBC 10pm	Louis Charles, Edward Binns, Beverly Roberts, Ed Peck, Jane Alexander, Natalie Core, Farrell Pelly
Crime Photographer	CBS 10:30	A Hero Comes Home - by Carol Warner Gluck;with Phyllis Hill, Michael Higgins, Stacey Graham, Phil Kenneally

THURSDAY MAY 22 (Cont'd)

Author Meets Critics (Quentin Reynolds)	DuM 10:30	Backdoor To War - by Charles C. Tansill; with Ralph de Toledano, James J. Murray, Jr.

FRIDAY MAY 23

Kathi Norris	DuM 11am	John Collum (cartoonist), Fashion Show
It's A Problem (Ben Grauer)	NBC 1pm	How To Handle Grief- with Dr. Rose Franzblau, Dr. Arthur Lee Kinsolving
Herb Sheldon	NBC 1pm	Alistair Cooke (author)
Garry Moore	CBS 1:30	Ivan Sanderson (scientist-explorer)
Barbara Welles	WOR 2:45	N. F. Nelson (decorator)
Margaret Arlen	CBS 4pm	Ruth McKenney (author)
Kate Smith	NBC 4pm	Danny Scholl and Judy Lynn (S), Tex Beneke & Orch.
New York Close-Up	NBC 6:30	Henry Thomas
The Hot Seat (Stuart Scheftel)	ABC 8:00	Sen. Bryan McMahon
Twenty Questions (Bill Slater)	DuM 8:00	Lee Bowman
Schlitz Playhouse	CBS 9pm	Love Came Late - with Luise Rainer, Joseph Anthony DIR: Joseph Scibetta
Big Story	NBC 9pm	Case Of The Dead End Street - with Patricia Ferris as Patricia Carmichael,Cin. Times-Star (Cinn.,Ohio); Curtis Cooksey, Joseph Foley, Crahan Denton, Carmen Costi, Ernest Kinoy, Ruth Manning, Lee Krieger, Maurice Shrog
Tales of Tomorrow	ABC 9:30	World Of Water - by Doucie & King, adapt by Mann Rubin; with Victor Jory, Nita Talbot, Melville Ruick, Maude Scheerer
It's News To Me (John Daly)	CBS 9:30	Laura Hobson (author), Russel Crouse (playwright), Anna Lee, John Henry Faulk, Frank Wayne (C)
Police Story	CBS 10pm	Portland - by Max Ehrlich; with Herbert Rudley, Nat Polen, Richard W. Purdy, Rod Steiger, Gilbert Mack, Dulcy Jordan, Jim Moreno
Cavalcade Of Stars (Jackie Gleason)	DuM 10pm	Donald Richards, Jane Morgan (S)
Presidential Timber	CBS 10:30	W. Averell Harriman

SATURDAY MAY 24

Mr. I. Magination (Paul Tripp)	CBS 1pm	Showboat - with Richard Trask
Ken Murray	CBS 8pm	Paul Lukas, Betty Lou Walters, Harvey Stone (C)

SATURDAY MAY 24(Cont'd)

All Star Revue (Martha Raye)	NBC 8pm	Arthur Treacher
Your Show Of Shows (Caesar and Coca)	NBC 9pm	Judy Johnson, M.C.
Songs For Sale (Steve Allen)	CBS 9:30	Guest Singers: Louis Jordan, Bob Carroll, Toni Arden; Judges: Barry Gray, Earl Wilson, Irving Caeser, Buddy Rogers, Georgianna Carhart.

SUNDAY MAY 25

American Inventory	NBC 1:30	Safety In Numbers - sketches by John Latham, Betty Lord; music by Bob Stringer; choreography by Daniel Nagrin; with Chevi Colton, Patrick Campbell, Dick Deems, Bob Lansing, Brett Sommers, Patti Milligan, Phyllis Goodkind, Jimmie Benson; DIR: Bill Butler
Hllmk Hall Of Fame (Sarah Churchill)	NBC 4:30	The Magnificent Failure - by Bob Pollock; with Beatrice Straight, Val Dufour, Harrison Dowd, Ann Shumaker, Angela Amides
Royal Showcase (Jack Carson)	NBC 7pm	Martha Wright
This Is Show Bus. (Clifton Fadiman)	CBS 7:30	June Lockhart, guest panelist; with Ray Malone, Bil & Cora Baird, Jeri Southern
Colgate Comedy Hour (Ben Blue)	NBC 8pm	Ann Sheridan, Peggy Lee
Goodyear Playhouse	NBC 9pm	The Lantern Copy - by David Shaw; with Paul Langton, Neva Patterson, Marc Daniels, Royal Beal, Georgianne Johnson, Frances Hammond, Raymond Johnson, Michael Dreyfuss, Roland Wood; DIR: Del Mann
Celebrity Time (Conrad Nagel)	CBS 10pm	Vivian Blaine, Boris Karloff, Dorothy Mackaill, Orson Bean

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T A L E N T L O C A T O R S E R V I C E

KATHERINE ANDERSON available - AGT: Al Grossman CI 5-8422

FAY BAINTER available for TV - AGT: Sam Jaffe PL 9-6693

LLOYD BRIDGES available for TV - AGT: Sam Jaffe PL 9-6693

GERALDINE BROOKS available for TV - AGT: Peter Witt PL 9-7966

JOSEPH CALLEIA available for TV - AGT: Wm. Morris JU 6-5100

BRUCE CABOT available thru Sam Jaffe

JOAN CRAWFORD in NY for ten days

DON DE FORE available thru Wm. Morris

JUNE HAVOC available for TV - AGT: Joe Magee JU 6-5100

HEDY LAMARR available thru Sam Jaffee

ALEX SCOURBY available late May thru Sam Jaffe

MAUREEN STAPLETON available for TV - AGT: Peter Witt

ELI WALLACH available thru Peter Witt

AKIM TAMIROFF arrives in NY this week from West Coast AGT: Wm Morris

MAY 25-31, 1952

VOL. 3 NO. 15 SUPPLEMENT D

NEWS ED: David B. Graham
TALENT ED: Alvin Sullum

Ross Reports

ON TELEVISION

PROGRAMS • PERSONALITIES

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(25)

CBS(Ch2) - 12n-12:15pm; LAST SHOW; Ranger Joe; from WCAU-TV to 13 sta & 3 kine; Sponsor - Ranger Joe(Honey Flavored Popped Wheat, Honey-Covered Popped Rice) thru Lamb & Keen(Phila); children's program made ABC debut in Philadelphia in 1950, switched to CBS and then became a network show on March 2, 1952.

12:15-12:30pm; LAST SHOW; Junior Hi-Jinx With Willie; from WCAU-TV (Phila) to the net; Sustaining; children's program was seen for 22 months locally in Philadelphia prior to its network debut in March of this year.

4-4:30pm; HIGHLIGHT; The Greatest Story Ever Told; from WCBS-TV to the net; Presented by the Goodyear Tire & Rubber Co thru Young & Rubicam as a public service. For cast see Page 7.

NBC(Ch4) - 1-1:30pm; LAST SHOW; American Inventory; from WNBT to 15 sta & 6 kine; presented by NBC & the Alfred P. Sloan Foundation; Prod - Bill Hodapp for Teleprograms, Inc; public affairs program debuted July 1, 1951, is expected to return at new time in June or July.

4-4:30pm; HIGHLIGHT; Here's To Your Health; from WNBT to the net; Sustaining; Prod - Craig Allen; Dir - Don Hillman; Writer - Lewis Baer; NBC's monthly series presented in association with the NY County Medical Society will send out "bad" sound in an experimental documentary titled "The Story of Deafness"; the program will attempt to give viewers a subjective experience of deafness using sound filters; participating physicians include Dr. Gordon Hoople of Syracuse University and Dr. Phillip Meltzer of Tufts Medical School. Dr. Lester L. Coleman supervises the program

Mon(26)

CBS(Ch2) - 10:15-11:30am;Mon thru Fri; NEW TIME SCHEDULE; the new CBS-TV morning program line-up will be as follows: Mon-Thur 10:15-10:30am Morning News; 10:30-10:45-Arthur Godfrey Time; 10:45-11:15-Your Surprise Store; 11:15-11:30-Bride & Groom; on Friday there is no telecast of Arthur Godfrey Time, with Your Surprise Store seen from 10:30-11am & Bride and Groom 11-11:30am.

Wed(28)

DuM(Ch5) - 8-8:30pm; DEBUT; Midway; from WABD to the net; Sustaining; Superv Prod - Harry Coyle; Dir - Barry Shear; Assoc Dir - Lee Polk; Writer-Ed Lieberthal; Don Russell as MC conducts quiz contest from Palisades Amusement Park in New Jersey, with contestants required to try their luck at various games of skill before winning prizes.

Wed(28)

DuM(Ch5) - 8:30-9:30pm; DEBUT; Straw Hatters; from WABD to the net; Sustaining; Prod--ir - Frank Bunetta; Assoc Prod - Roger Gerry; Assoc Dir - Bob Simpson; Writer - Bill Dalzell; Bob Haymes MC's new talent search show originating from Palisades Amusement Park; singer competes against singer, band vs band, swimmer vs swimmer, etc.

Fri(30)

CBS(Ch2) - 9-9:30pm; "LIVE" TO FILM CHANGE; Schlitz Playhouse of Stars; from WCBS-TV(ON FILM) to 29 sta & 34 spots; Sponsor - Schlitz Beer thru Lennen & Newell; Film Prod - Edward Lewis; Prod Mgr - William Stevens; Dir - Richard Haydn & others; Film Ed - Eddie Mann; Camera - Henry Froelich; Art Dir - Danny Hall; Casting - Billie Greene; Irene Dunne stars weekly as hostess, appearing in brief dramatic skit which introduces the story of the evening; program debuted "live" October 5, 1951, and was produced by Felix Jackson at Young & Rubicam, former agency for the sponsor.

LAST WEEK'S NETWORK CHANGES

DuM - It's A Business?; LAST SHOW May 21; Wed 9-9:30pm; from WABD to the net; Sustaining; Prod - Charles Parsons; musical situation comedy series debuted March 19, 1952 and starred Bob Haymes & Leo DeLyon.

NBC - Young Mr. Bobbin; LAST SHOW May 18; Sun 7:30-8pm; from WNBT to 26 sta & 3 kine; Sponsor - General Foods(Jell-O) thru Young & Rubicam; situation comedy program which starred Jackie Kelk, with Nydia Westman, Jane Seymour, Laura Weber and Pat Hosley, debuted August 26, 1951.

NEWLY ANNOUNCED NETWORK FUTURES

June 20 - Curtain Call; NBC-TV 8-8:30pm; from WNBT to the net; Sponsor - RCA Victor thru J. Walter Thompson; Prod - Worthington Miner; new summer series will feature dramatic incidents most of which will be taken from modern and classical short stories; among the authors who will be represented are Henry James, Shirley Jackson, Lafcadio Hearn, John P. Marquand, John Cheever, Mildred Cram and Michael Dyne. Program takes time period currently held by RCA Victor Show with Dennis Day and Ezio Pinza alternating each week as stars.

SPONSOR ACTIVITY

GENERAL MILLS(Wheaties & Gold Medal "Kitchen Tested" Flour) thru Dancer-Fitzgerald-Sample, has renewed The Stu Erwin Show - Trouble With Father(ABC-TV Fri 7:30-8pm) for 52 weeks effective June 6.

AMERICAN TOBACCO thru BBD&O will drop ABC-TV's Meet the Champ(Thurs 9:30-10pm) after the telecast of June 26.

OWENS-CORNING FIBERGLAS thru Fuller & Smith & Ross has purchased two quarter-hours on the Arthur Godfrey Time across-the-board program on CBS-TV effective September 2.

F.W.AMEND(Chuckles) thru Henri, Hurst & McDonald drops Hail The Champ(ABC-TV Sat 6-6:30pm) following the June 14 program.

GILLETTE SAFETY RAZOR thru Maxon will sponsor the Joe Walcott-Ezzard Charles heavyweight championship bout on NBC-TV's interconnected network of 52 stations on Thursday, June 5 at 10pm. Sponsor is paying $175,000, and the telecast will not be seen in Philadelphia where the fight is being staged.

SPONSOR ACTIVITY(Cont'd)

FRIGIDAIRE thru Foote, Cone & Belding drops Pulitzer Prize Playhouse(ABC-TV alt Wed 10-11pm) after the telecast of June 4. Celanese is reportedly not yet decided as to whether or not Celanese Theater, Pulitzer's alternate, will be retained.

PEPSODENT DIV OF LEVER BROS thru McCann-Erickson has purchased two quarter-hour slots on CBS-TV (Tuesday & Thursday 7:45-8pm) effective July 1 for a show to be announced. Foote, Cone & Belding was mistakenly listed as the agency for this sale last week.

CAMPBELL SOUP thru Ward Wheelock purchased three participations in Double Or Nothing on CBS-TV (Mon-Wed-Fri 2-2:30pm) starting September 15.

SPEIDEL(Watch Bands) thru Sullivan, Stauffer, Colwell & Bayles has purchased a new package, Masquerade Party, from Ed Wolf which will go in July 14 for four weeks as summer replacement for What's My Name?(NBC-TV Mon 8-8:30pm); Quiz Kids, sponsored by Crosley, will take over the other five weeks of the Winchell hiatus.

ALCOA thru Fuller & Smith & Ross will sponsor It's News To Me starting July 6 for eight weeks as summer replacement for See It Now; News, currently sponsored by Sanka on Friday(CBS-TV 9:30-10pm) will move to the Sunday 6:30pm time slot for Alcoa.

CAT'S PAW(Rubber Heels & Soles) thru S. A. Levyne(Baltimore) will sponsor Quiz Kids on alternate Sundays effective September 14 on CBS-TV 4-4:30pm.

NYC LOCAL STATION ACTIVITY

WABD - Summer Matinee; DEBUT May 26; Mon thru Fri 1:45-3pm(Thur only 2-3pm); Sustaining; Prod - DuMont; Dir - Jim Saunders; Bill Silbert stars as MC on afternoon disc-jockey, guest-interview program originating from the Circus Restaurant of Palisades Amusement Park.

WCBS-TV- The WCBS-TV base rate for an hour of Class A time will be increased from $3,750 an hour to $4,000, effective June 1. At the same time it was announced that Class A time announcements will move from $775 to $800. The new Rate Card (#11) introduces a new classification, Class D, which covers periods from midnight to ten a.m., with a base hour rate of $750. On June 1, it is estimated there will be 3,044,000 sets in operation in the NY area, an increase of 22.2 percent against the 2,490,000 sets in September. The new rates represent an increase of 6.7 per cent for Class A time and 3.1 per cent for Class A announcements.

Six O'Clock Report; Two sponsors have been picked up for the daily news show telecast from 6-6:15pm Mon thru Fri; Chase National Bank thru Hewitt, Ogilvy, Benson & Mather will sponsor the Don Hollenbeck portion of the show on Mon, Wed & Fri for 52 weeks effective with the show's first broadcast on May 26; Fedders-Quigan(Air Conditioners) thru BBD&O has purchased the Tom Meany portion of the show for five weeks (Mondays only) beginning June 2.

WJZ-TV - The Tommy Henrich Sports Show; NEW TIMES; On May 26, the program will be expanded to an across-the-board schedule, 7:15-7:30pm; Tue & Thu sponsor is Socony-Vacuum, with the Mon, Wed & Fri sessions available for sponsorship.

WOR-TV - The Rod and Gun Club of the Air; DEBUT May 20; Tue 10-10:30pm; Sponsor - Participating; Prod-Dir - Raymond E. Nelson; Asst Dir - Martin Roberts; new weekly series will feature a panel discussion of all aspects of fishing and hunting by outstanding people in these sports fields, both as emcee and panel members, and point up interesting sports facts with films.

WOR-TV - With These Hands; HIGHLIGHT May 25; Sun 2-3pm; Presented by WOR in cooperation with the ILGWU, special film traces the life of a garment worker from the time he begins work in a 1910 sweatshop to his retirement on a union pension at the age of 65. Prod - Jack Arnold & Lee Goodman; Dir - Jack Arnold; Sam Levene, Arlene Francis and Joseph Wiseman star.

Boxing from Fort Hamilton Arena; RETURN May 26; Mon 9:10pm-end; Stan Lomax and Dick Nesbitt will be the sportscasters from the Brooklyn arena; telecasts will continue thru September 29, and will be seen every Monday with the exception of the nights there is a Brooklyn Dodger night game scheduled.

The Barnes Family Album; DEBUT May 26; Mon thru Fri 2:30-2:45pm; Sustaining; Pkgr-Prod-Dir - Arthur Ashley; Patt & Barbara Barnes, father-and-daughter team will hold forth with a combination guest-interview and contest type show.

NEWS DIGEST

"I LOVE LUCY" STILL TOPS NATIONAL RATINGS - Both the latest A.C. Nielsen & American Research Bureau ratings have I Love Lucy at the top of the list, with Nielsen reporting the comedy program as reaching approximately 10,753,000 homes, close to five million more than the second highest-rated program. Their latest national ratings:

Nielsen(2 wks ending April 26)		A.R.B. (April 1-7)	
I Love Lucy	63.9	I Love Lucy	63.2
Talent Scouts	53.5	Talent Scouts	57.4
Godfrey & Friends	49.0	You Bet Your Life	50.6
Red Skelton	46.8	Red Skelton	50.0
Texaco Star Theater	46.3	Your Show of Shows	46.4
Your Show of Shows(Reynolds)	46.0	Godfrey & Friends	45.1
You Bet Your Life	44.6	My Friend Irma	43.2
Blue Ribbon Bouts	44.4	Comedy Hour(Abbott&Cstlo)	42.8
Your Show of Shows(Partic)	44.1	Texaco Star Theater	39.9
Colgate Comedy Hour	44.0	Fireside Theater	39.5

KING-TV BECOMES SEATTLE LINK FOR CBS CONVENTION COVERAGE - Seattle station KING-TV will be linked "live" to the CBS-TV network on an exclusive basis in time for the Presidential conventions, with CBS & Westinghouse as sponsor of CBS's convention coverage jointly guaranteeing extra construction costs made necessary by the advanced opening date. Originally, KING-TV was to have been linked to the cable early in 1953. The new link, which connects via Portland, will measure 147 miles, and with its addition, CBS-TV claims sole nationwide coverage of the conventions from Seattle to Miami, Boston to San Diego.

LENNEN & NEWELL NEW AD AGENCY - Formation of a new advertising agency to be known as Lennen & Newell was announced last week by Philip W. Lennen, co-founder of Lennen & Mitchell, and H.W. Newell, formerly a member of Geyer, Newell & Ganger, Inc. The new agency will use the present Lennen & Mitchell personnel as a nucleus for the new agency, of which Newell will be president, with Lennen chairman of the board, effective June 2. Nicholas E. Keesely continues as vice-president in charge of radio and television.

CBS BUYS LARGE STUDIO PROPERTY IN NEW YORK CITY - CBS has completed arrangements to purchase the Sheffield Farms Co depot and office building located between 10th & 11th Avenues, West 56th to West 57th Streets in New York City. The property, of which CBS will take possession in the fall, contains over 405,000 square feet of floor space, the equivalent of about 9 acres. NBC currently leases space in the building for its scenery and prop shops, and it is understood CBS will honor the lease which runs until 1954. In addition to a service area which will be used for pre-production and production activities, the plant is capable of housing as many as ten large studios. The rooftop space is large enough to be used as a landing area for helicopters rushing last-minute news films for telecasting.

KEFAUVER SOUNDS OFF AGAINST MCCARRAN BILL - Senator Estes Kefauver declared last week that "the Senate should welcome the widest possible dissemination of its hearings so long as it does not discommode the witness or interfere with orderly procedure; that it must maintain decorum, but cannot treat radio and TV differently from other means of communication." Senator Kefauver spoke in opposition to the resolution of Senator McCarran which would ban TV and radio broadcasts, newsreel pictures and still photographs of hearings.

PERSONNEL ITEMS: J. Leonard Reinsch, managing director of the James M. Cox radio & TV stations, has been named as executive of the committee in charge of television of the Democratic National Committee during the Presidential campaign.....Jack Goldstein, formerly an Eastern Studio representative for RKO Radio Pictures, has assumed duties as Manager of Special Projects of the Public Relations Department of CBS-TV.....Perry "Skee" Wolff, Peabody Award winner in 1947, has joined CBS-TV as a staff producer, assigned to the development of several contemplated public service features.....Joe Bigelow has resigned as producer of the NBC-TV Royal Showcase and will move to the West Coast where he will supervise new talent development for NBC.....Gordon Duff, formerly alternate week director of NBC's TV Playhouse, has been promoted to serve as associate producer on the show. Vincent J. Donehue, currently a director on Robert Montgomery Presents, moves over to TV Playhouse as Duff's replacement.....Lou Frankel, formerly of station WFDR, has been named to head the TV committee for Citizens for Harriman..... William Asher is the new director for "I Love Lucy", replacing Marc Daniels. Edward Sedgwick, who directed a recent program, remains at Desilu in a production capacity.

FILM DIGEST

ZIV TO DISTRIBUTE "FIRESIDE THEATER" SERIES - Ziv Television Programs, Inc. has taken over distribution of the latest Fireside Theater film series which will be billed in the re-runs as Your TV Theater. Ziv last week also expanded its sales staff with recent additions including Charles Britt in Memphis, James Bonfils in St. Louis, Everett Jarrett in Cleveland, Leon Bernard for upstate New York and Martin Katz and Vincent Van Buren for New York City.

SNADER GROUP REPORTED IN ACCORD - Following several flare-ups between the partners in Snader Telescriptions, latest reports indicate that an understanding has been reached between Louis D. Snader and his partner, Alexander Bisno. One of the chief causes for the disagreements was over the fact that Bisno wanted to discontinue dividends to stockholders.

ADOLPHE WENLAND FILMING MUSICAL SERIES - Adolphe Wenland Productions, newly-formed subsidiary of Hollywood radio-TV give-away firm, Adolphe Wenland & Assoc, has completed the first film in series tentatively titled Around the World For a Song. Andre Toffell, French actor-singer, stars in the half-hour films which will feature European musical talent. Henri Lube produces, Hal Smith directs and Fabian Andre is musical director-composer. The series is being filmed at the Cinematografica Cuanhtemoc Studios in Mexico City.

LESLIE ROUSH TO PRODUCE DRAMATIC SERIES - New York commercials & documentary producer Leslie Roush has signed an agreement with packager Elaine Starr to produce a series of half-hour films for television to be titled Hand and Seal. The dramatic stories will be based on authentic documents of historical interest, with an Abraham Lincoln document and a letter from Mrs. Paul Revere to her husband the bases for the first two films. Roush will direct, with Maurice Barett handling the scripting.

UTP REPORTS SALES - Recent sales in four markets have been announced by United Television Programs. Included are Melvyn Douglas' Hollywood Off Beat, produced by Marion Parsonnet, which was placed on WTTV(Bloomington, Ind) and WJZ-TV(NY); Double Play With Durocher and Day, purchased by Aluminum Window & Awning Co for WDAF-TV(Kansas City); and Movie Quick Quiz, a 15-minute quiz package prepared for five programs weekly, sold to WDTV(Pittsburgh) with a local bakery as sponsor.

REVUE PRODUCTIONS PLANS NEW SERIES - A new, as yet untitled, TV film series, is being planned by MCA subsidiary, Revue Productions, with Joan Crawford mentioned as a possibility for one of the films. MCA is planning to use some of its top stars in the new Revue series, with the films to be budgeted at $30,000 each and the stars participating on a residual plus salary basis. Jennings Lang is to supervise the series. Also at Revue, 26 new half-hour films in The Adventures of Kit Carson series are scheduled for shooting in July. Sloan Nibley, Western motion picture producer-writer, supervises the series which stars Bill Williams in the title role.

TELENEWS PLANS CONVENTION COVERAGE - Telenews Productions has announced that it is in the process of completing plans with the Republican and Democratic convention committees for film coverage of the Presidential conventions in July. Telenews plans to concentrate on providing "highlights and sidelights" of convention activities rather than duplicating network coverage, and plans are to ship footage direct from Chicago to station clients.

COMMERCIALS PRODUCTION

CARAVEL FILMS, INC.(NY) - 3 (60") & 10 (35") completed for American Tobacco(Lucky Strike thru BBD&O for Local Program; SA, SM & LA with VO&M.

TRANSFILM(New York) - 6 (90") completed for Post Cereals thru Benton & Bowles for Network Program("Captain Video"); LA & SA with DR.

2 (85"), 2 (75") & 2 (60") completed for Colgate-Palmolive-Peet thru Ted Bates for Network Program("Comedy Hour"); SA & LA with DR.

VIDICAM(New York) - 1 (60") completed for Minute Potatoes thru Young & Rubicam for Nat'l Spot; LA with LS.

1 (60") & 1 (20") completed for Johnson & Johnson(Johnny Mop thru BBD&O for Nat'l Spot; LA with VO.

PROGRAM	NET TIME	GUESTS
		(S - Singer; D - Dancer; C - Comic; M - Musician)

****Most of the shows on May 23-24-25 were listed in last week's issue. The rest are included here for the record.

FRIDAY MAY 23

Strike It Rich (Warren Hull)	CBS 11:30	Helen Gallagher (D)
Broadway Matinee (Ethel Colby)	DuM 1:30	Leonard Sillman
New York Close-Up (Jinx Falkenburg)	NBC 6:30	Clem McCarthy, Henry Thomas (racer)
The Hot Seat (Stuart Scheftel)	ABC 8pm	add Sen. Homer Capehart, Kenneth Crawford (editor)

SATURDAY MAY 24

Scout-O-Rama	CBS 1:45	Jackie Gleason, Paul Tripp, Steve Allen, Buff Cobb, Mike Wallace, Don Hollenbeck, Margaret Arlen, Frank S. Hogan, Jarmila Novotna, Rudolph Halley, Edward Scheidt
It's Worth Knowing (Edward Stasheff)	CBS 5:00	Feeling of Hostility - with Mrs. Dorothy Hughes, Clarence Noyce, Dr. Bernard Gleuck
Youth Wants To Know (Theodore Grankik)	NBC 5:00	Sen. Joseph R. McCarthy
Trapped	WOR 7:30	Thief Catch Thief - by Frank Wayne; with Grant Gordon, Fran Malis, Lawrence Paquin
Ken Murray	CBS 8pm	add Bobby Orton Calypso Group

SUNDAY MAY 25

Candy Carnival	CBS 12:30	Delores Dee(acro), Ken Redmer, Ken Eastlack, Billy Rabeau(tumblers), Ralph Snow(fire-eater),PeggyYoung(D)
Kiddie Kollege	DuM 12:30	Hugh Hayes (detective), L.Roy Neal (fire-eater)
Frontiers Of Faith	NBC 1pm	The Man Behind The Eyes - by Morton Wishengrad; with Edmond Kenny, Brig. Gen. Ralph G DeVoe, Dr. Arthur Abramson, Dr. Bernard Stoll, Anthony Aliverti
Hats In The Ring	NBC 2:00	Harold Stassen
The Greatest Story (Don MacLaughlin)	CBS 4:00	Give Us This Day - by Henry Denker; with Jack Edwards, Henry Jones, Barbara Bolton, Berry Kroeger, Court Benson, Warren Parker, Bobby Nick
Man Of The Week	CBS 6pm	Gov. Adlai Stevenson, Miles B. Lane(banker), Kenneth Crawford, Robert W. Glasgow,Max Gilstrap (FROM CHI)
Amer. Town Meeting	ABC 6:30	Will Cutting Our Military Budget Weaken Us? - with Sen. Paul Douglas, Rep. George Mahon
Meet The Press (Martha Rountree)	NBC 7:30	Gov. Paul A. Dever, May Craig, Ernest K. Lindley, Marshall McNeil, Lawrence Spivak

SUNDAY MAY 25(Cont'd)

Horizons	ABC 7:30	The Future Of The Classics - with Gilbert A. Highet
Colgate Comedy Hour (Ben Blue)	NBC 8:00	add The Step Bros (D), The Whippoorwhills (S)
Toast Of The Town (Ed Sullivan)	CBS 8pm	Rex Harrison, Audrey Hepburn, Ginny Simms (S), Jack Smith(S), Blanche&Alan Lund(D), Elliot Reed(C), Elton Hayes(S), Dygon&Mr. Chips (Puppet act)
Rocky King (Roscoe Karns)	DuM 9pm	Poison's Too Slow - with Earl Hammond, Grace Carney, Scott Tennyson, Jack Davis, Vince O'Brien
Fred Waring	CBS 9pm	Flight To Europe - with Charles Scott (S)
Plainclothesman (Ken Lynch)	DuM 9:30	The Power Of Suggestion - with Jack Orrison, Helen Gillette, Gregg Juarez, Betty Buehler, Marion Leeds
American Forum (Theodore Granik)	NBC 10:30	Campaign Issues - with Reps. Hugh Scott,ClarenceBrown

MONDAY MAY 26

Kathi Norris	DuM 11am	Jack Weston, Dr. Samuel Moffett, Fashion Show
It's A Problem (Ben Grauer)	NBC 11:30	Why Children Are Tested;with Adolf G. Woltmann, Dr. Peter Neubauer
Woman's Club (Julann Caffrey)	DuM 12:00	Barbara Bel Geddes, Windsor Lewis
Claire Mann Glamour	ABC 1pm	Riciarda Genthe
Take The Break (Don Russell)	DuM 12:30	Louis Prima
Herb Sheldon	NBC 12:45	Arlene Francis
Garry Moore	CBS 1:30	Chaz Chase (C)
Broadway Matinee (Ethel Colby)	DuM 1:30	Horace MacMahon
Summer Matinee (Bill Silbert)	DuM 1:45	Cara Williams&daughter, Jackie Kannon&wife, Stuart Joster, Bernie Wayne & Kermit Goell
Nancy Craig	ABC 3:30	Beatrice Landeck (author)
Margaret Arlen	CBS 4pm	Romola Nijinsky
Kate Smith	NBC 4pm	Evalyn Tyner(M), Lloyd Thaxton(disc jockey), Fanny & Kitty Watson(C), Bunny Briggs (D)
Magic Cottage (Pat Meikle)	DuM 6pm	Simple Simon's Spare Play - with Dick Camp,Jack Bittner (Seen today thru May 30)
New York Close-Up (Jinx Falkenburg)	NBC 6:30	Rev. Roger Sherman
H'wood Screen Test (Neil Hamilton)	ABC 7:30	Portrait of Death - by Mort Lewis and Alton Alexander; Isobel Elsom, Mary Staver, Rudulph Justice Watson
B'way TV Theater	WOR 7:30	The Fortune Hunter - with Peter Cookson, William Post, Jr., Wendy Drew, Orson Bean (Seen M-Tu-Thu-Fri)
Mr. Dist. Attorney (Jay Jostyn)	ABC 8pm	The Case of The Junk Man - by Robert Shaw; with Virginia Vincent, William Redfield, James McCallion

MONDAY MAY 26(Cont'd)

What's My Name? (Paul Winchell)	NBC 8pm	Nina Varella(S), Carlotta Sherwood,Jacques Aubuchon
Lux Theater	CBS 8pm	Pattern For Glory - by Abby Mann&Bernard Drew; with Robert Cummings, Sylvia Sidney, Svea Grunfeld,Sandy Bickart, Robert Dale Martin; DIR: Dick Goode
Voice Of Firestone	NBC 8:30	Lois Hunt (S)
Lights Out (Frank Gallop)	NBC 9pm	The Death's Head - by Vincent McConnor; with Steven Hill, Edgar Stehli, Richard Purdy, John Boruff, Helene Miller
Robert Montgomery	NBC 9:30	The Ringmaster - by Keith Winter; with Paul Lukas, Anna Lee, Robert Coote, Sarah Burton, Jack Merivale, Adrienne Corri, Betty Sinclair, Mary Lou Taylor, Stuart Burge; DIR: Vincent Donehue
Studio One	CBS 10pm	Abraham Lincoln - by John Drinkwater, adapt by David Shaw; with Robert Pastene, Judith Evelyn, Charles Egelston, Noel Leslie, Harry Townes, Frank Overton, Harry Landers, Harold McGee, James Dean, Anthony Grey, Betty Low, Charles Jordan, Jean Adair, John Buckwalter, Tom Middleton, Robert McQueeney, Katharine Raht, Tom McGill, Charles Massinger, George Forrest, George McCoy; DIR: Paul Nickell
Who Said That? Walter Kiernan)	NBC 10:30	Bob Considine, Henry C. Cassidy, Nancy Guild

TUESDAY MAY 27

Kathi Norris	DuM 11am	Al Kornfeld(editor), Mala Rubenstein (beautician)
It's A Problem (Ben Grauer)	NBC 11:30	Problems Of Marriage-The Early Years - with Dr. Lena Levine, Dr. Abraham Stone, Dr. Robert M. Goldenson
Herb Sheldon	NBC 12:45	Robert Faerrod(author), Henry Rosenfeld(manufacturer)
Garry Moore	CBS 1:30	Lucile Watson (actress)
Ethel Thorsen	DuM 1:30	Bob Dunn (Cartoonist)
Mike and Buff	CBS 2:45	Preview Of Convention Coverage - with Douglas Edwards, Sig Mickelson, RG Thompson, Orville Sather, Paul Levitan
Barbara Welles	WOR 2:45	Thomas Hollyman(photographer), Charles Parker(author)
Mel Torme	CBS 3:30	Betty Oakes (S)
Nancy Craig	ABC 3:30	Mr.and Mrs. Robert Vogeler
Margaret Arlen	CBS 4pm	Robert Preston
Kate Smith	NBC 4pm	Sen. Leverett Saltonstall, Benny Fields(S), Fashions
The Fitzgeralds	ABC 5pm	Father McCartin (Zulu Priest)
Stork Club (Sherman Billingsley)	CBS 7:45	Commissioner Lorenz, Morton Downey(S), The Rose Queen
Sam Levenson	CBS 8pm	Jack E. Leonard (C) & his wife
Texaco Star Theater (Milton Berle)	NBC 8pm	Jeanette MacDonald, Louis Armstrong, Vivian Blaine, Condos&Brandow(D), Milton Frome, Frank Gallop
Draw To Win (Henry Morgan)	CBS 8:30	Chad, Hilda Terry (cartoonists)

TUESDAY MAY 27(Cont'd)

Keep Posted (Martha Rountree)	DuM 8:30	Have We Moved Too Far In The Way Of Centralized Government? - with Sen. John Bricker, Maurice Tobin
Crime Syndicated	CBS 9pm	James Bender, Joe Mantell, Doris Dowling, Frank Albertson, Maria Riva, Martin Houston, David Tyrrell, James Westerfield, Gerald Milton; Sen.Herbert R. O'Connor(narrator); DIR: John Peyser
Battle Of The Ages (John Reed King)	DuM 9pm	Prof. Backwards, Jack Norton (C), Ross&West, Dick Kallman
Fireside Thtr(film)	NBC 9pm	The Imposter - by Jesse M. Watkins, adapt by James Gunn; with Joan Leslie, Craig Stevens, Betty Blythe, Ruth Perrott, Paul Maxey, Joe Bailey, June Evans
United Or Not (John MacVane)	ABC 9:00	Ambassador Charles Malek, Lebanon
Suspense	CBS 9:30	The Debt - by Max Ehrlich; with Robert Keith, Jr.
On Trial	ABC 9:30	Steel Wage Dispute(Part I:The Union's Position) with Otis H. Brubaker(economist); Thomas E. Harris, Howard M. Holtzmann (counsels)
Armstrong Theater	NBC 9:30	Breakaway - by Ann Barley; with Joy Hodges, Richard Kendrick, DeForest Kelley, Kate McComb
Quick On The Draw (Robin Chandler)	DuM 9:30	Jessica Dragonette (S), Dave Breger (cartoonist)
Danger	CBS 10pm	The Gold Watch - by Samuel Elkin; with Terry Becker, Sylvia Davis, Frank Marth, Doris Robert
Not For Publication (Jerome Cowan)	DuM 10pm	You Still Need References - with Jon Silo, Constance Dowling, Abby Lewis, Jenny Egan
Bob Considine	NBC 10:45	Sen. Bryan McMahon

WEDNESDAY MAY 28

Strike It Rich (Warren Hull)	CBS 11:30	Michael Garrett (model)
It's A Problem (Ben Grauer)	NBC 11:30	Summer Camps - with Emanuel Hallowitz
Herb Sheldon	NBC 12:45	Sidonie Grunberg (child specialist)
Garry Moore	CBS 1:30	Steve Condos& Jerry Brandow(D), Ivan Sanderson
B'way Matinee (Ethel Colby)	DuM 1:30	Joe Laurie, Jr. (author)
Margaret Arlen	CBS 4pm	Steffi Nossen (dance teacher)
Kate Smith	NBC 4pm	Rita&Allan Farrell(D), Joe Howard(S), Ethel&Albert, Bud Harris&Mantan Moreland(C)
New York Close-Up (Jinx Falkenburg)	NBC 6:30	Serge Obolensky, June Harra (sculptress)
Perry Como	CBS 7:45	Les Paul & Mary Ford (S)
Kate Smith Evening	NBC 8pm	Vera Bryner, Davis Cunningham, Kenneth Smith(S) in scene from Carmen; Howell&Bolser(C), The Jaywalkers (C), The Three Rockets (D)

WEDNESDAY MAY 28(Cont'd)

Ellery Queen (Lee Bowman)	ABC 9pm	The Not So Private Eye - by Henry Misrock; with Robert Emhardt, Jean Carson, Pat Ferris
Kraft Theater	NBC 9pm	The Third Visitor - by Gerald Anstruther, adapt by Howard Lindsay; with Glenn Anders, Polly Rowles, Berry Kroeger, James Gregory, Carol Wheeler, Paul Kirk Giles, Fred Stewart, Robert Lieb; DIR: Maury Holland
The Web	CBS 9:30	The Vanished Hours - by Marie Baumer; with James Daly, Anne Jackson, Anne Seymour, Bill Daniels, Tom McElhaney, Howard Wendell; DIR: Lela Swift
Celanese Theater	ABC 10pm	Yellow Jack - by Sidney Howard, adapt by Alan Anderson & Paul Fanning; with Macdonald Carey, Walter Abel, Ray Boyle, Richard Kiley, Jack Klugman, Lloyd Knight, Mitchell Agruss, Lori March, Roger de Koven, Brandon Peters, John D. Seymour, Coe Norton, Louis Hector, James Broderick

THURSDAY MAY 29

Kathi Norris	DuM 11am	Donald Rogers (author)
It's A Problem (Ben Grauer)	NBC 11:30	How To Get Grandma Back In The Home--What's Happened To Grandma? - with Margaret Mead, Lawrence K. Frank, Sidonie Grunberg
Herb Sheldon	NBC 12:45	Jack Carson
Garry Moore	CBS 1:30	Virginia Gilmore
Recipe For Happiness (Allen Prescott)	DuM 1:30	Virginia Sale (monologist)
Nancy Craig	ABC 3:30	Ona Munson
Margaret Arlen	CBS 4pm	Morton Gould
Kate Smith	NBC 4pm	Judith Evelyn, Sgt. Don Mullen (C), W. Averell Harriman, Sis & Sonny Arthur (C)
The Fitzgeralds	ABC 5pm	Barclay Potts (executive)
Eloise Salutes	WPIX 5:15	Anita Colby (KINE SEEN ON WCBS-TV SUN JUN 8, 11:15pm)
New York Close-Up (Jinx Falkenburg)	NBC 6:30	Samuel Rosenman (author)
Stork Club (Sherman Billingsley)	CBS 7:45	The Billingsley Children: Jacqueline, Barbara, Shermane
Star Of The Family (Peter Lind Hayes)	CBS 8pm	Mel Torme, Buddy Baer, Frances Wayne (S), Pearl Bailey
Chance Of A Lifetime (Dennis James)	ABC 8:30	Ginny Simms (S)
T-Men In Action (Walter Greaza)	NBC 8:30	The Case Of The Deadly Counterfeit - by Jack Bentkover with Jay Barney, Victor Thorley, John McGovern, Beverly Whitney, Jonathan Harris, Carl Don
Man Against Crime (Ralph Bellamy)	CBS 9pm	Cameron Prud'homme, Alfreda Wallace, Daniel Reed, Harry Kadison, Michael Keene, Lee Dennem
Royal Playhouse(flm)	DuM 9pm	Shifting Sands - with Gertrude Michael, Hugh O'Brian
Ford Festival (James Melton)	NBC 9:30	Margaret Truman

THURSDAY MAY 29(Cont'd)

Charlie Wild (John McQuade)	DuM 10pm	The Case Of The Brooklyn Bridge - by Palmer Thompson; with EJ Kelly, Michael Peterson, Harry Landers, Joe Bellucci
Martin Kane (Lee Tracy)	NBC 10pm	Philip Kenneally, June Dayton, Gene Lyons, Douglas Chandler, Harold Gary, Richard Benedict
Crime Photographer (Darren McGavin)	CBS 10;30	Nightmare - by Edmund Morris; with Michael Strong, Allen Nourse, Jock McGregor, David Stewart, Anne Lincoln, Mike Silvera
Author Meets Critics	DuM 10:30	Working With Roosevelt - by Judge Samuel I. Rosenman

FRIDAY MAY 30

Strike It Rich (Warren Hull)	CBS 11:30	Vicki Vola
It's A Problem (Ben Grauer)	NBC 11:30	The Prejudiced Person - with Dr. Rose Franzblau, Dr. Marie Yahoda, Dr. Frederick Brown
Herb Sheldon	NBC 12:45	Jose Ferrer
Garry Moore	CBS 1:30	Cliff Norton (C), Don Bevan (author)
Mike And Buff	CBS 2:45	Agnes Peterson, Carol Lyttle, Robert Cole, Edmond Karlsrud
Margaret Arlen	CBS 4pm	Louise Suggs (golfer)
Kate Smith	NBC 4pm	The Three Rockets(D), DeMarco Sisters (S),Legionnaires
The Hot Seat	ABC 8:00	Sen. Joseph McCarthy
Twenty Questions (Bill Slater)	DuM 8pm	Ella Raines
Schlitz Playhouse (Irene Dunne)	CBS 9pm	A Quarter For Your Trouble - by Oliver Crawford; with Richard Haydn, Richard Rober; DIR: Richard Haydn
Big Story	NBC 9:00	Case Of The Polite Bandit - adapt by Jack Bentkover; with Biff Elliot as Clayton Darrah, Idaho Daily Statesman, Boise, I.; Charles Mendick,Henry Jones, Helen Ray, John C. Becher, Wallace House, Robert Middleton
Tales Of Tomorrow	ABC 9:30	Little Black Bag - by Cyril Kornbluth; with Joan Blondell, Joseph Anthony, Florence Anglin, John Shellie
It's News To Me (John Daly)	CBS 9:30	Signe Hasso
Police Story	CBS 10	Cleveland - by Jack Bentkover; with Don Briggs, Mildred Clinton, Leo Z. Gordon, Joseph G. Sullivan, Arny Freeman, Boris Aplon, Julie Lawrence; DIR: David Rich
Cavalcade Of Stars (Jackie Gleason)	DuM 10pm	Eugene Conley, Colette Lyons (S), Art Carney(C), June Taylor Dancers

SATURDAY MAY 31

Mr. I. Magination (Paul Tripp)	CBS 1pm	Jack Ballister's Fortunes - with Donald Harris
It's Worth Knowing (Edward Stasheff)	CBS 5pm	Alcoholism And The Body - with Dr. James J. Smith, Dr. Daniel Feldman, Dr. Ruth Fox

SATURDAY MAY 31(Cont'd)

Ken Murray	CBS 8pm	Laraine Day, Les Paul&Mary Ford(S), Florian Zabach(M), Dave Apollon(M)
All Star Revue (Spike Jones)	NBC 8pm	Liberace
Your Show Of Shows (Caesar and Coca)	NBC 9pm	Dennis King
Songs For Sale (Steve Allen)	CBS 9:30	The Four Aces, Dorothy Loudon, Margaret Whiting; Panelists: Barry Gray, Ben Gross, Ed Gallaher, Ken Murray

SUNDAY JUNE 1

Kiddie Kollege	DuM 12:30	Al Hodge (Capt. Video)
Hllmk Hall Of Fame (Sarah Churchill)	NBC 4:30	The King's Author - by John Matthews; with James Westerfield, Richard Newton, Byron Russell, Anthony Dawson, William Podmore, Pat O'Malley, Gerard Burke
Lamp Unto My Feet	CBS 5pm	Leslie Nielson, Will Hare, Abby Lewis, Allan Devitt
TV Recital Hall	NBC 5:30	Ossy Renardi (M)
Amer. Town Meeting (John Daly)	ABC 6:30	The German Crisis - with Gen. Frank L. Howley, James P. Warburg (author)
Meet The Press (Martha Rountree)	NBC 7:30	W. Averell Harriman, Ned Brooks, Marquis Childs, James Reston, Lawrence Spivak
Horizons	ABC 7:30	The Future Of Labor Unions - with Mark Starr
Colgate Comedy Hour (Herb Shriner)	NBC 8:00	Lily Pons, Minnevitch Harmonica Rascals
Toast Of The Town (Ed Sullivan)	CBS 8pm	Yehudi Menuhin, Robert Merrill, Roberta Peters, Ertha Kitt (S), The Harmonicats, Baudes (animal act)
Philco Playhouse	NBC 9pm	A Man's Game - by Robert Alan Arthur; with Joe Maross, Patricia Benoit, Vinton Hayworth, Don Murray, Fred Gwynne, Jack Warden, Arthur O'Connell, Brett Somers, Gerald O'Loughlin
Celebrity Time (Conrad Nagel)	CBS 10pm	Les Paul&Mary Ford (S), Georgia Gibbs, Don Cornell, Lou Wills, Jr., The Honeydreamers

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T A L E N T L O C A T O R S E R V I C E

JUDITH ANDERSON available - AGT: Chas. Abramson CI 7-6200

JOAN BLONDELL - AGT: Wm. Morris JU 6-5100

VANESSA BROWN - in NY for TV - AGT: Lester Lewis, PL 3-5083

LEE COBB - available thru Peter Witt , PL 9-7966

MARK DAWSON - available for TV thru Earl S. Peed, PL 7-3726

DENICE DARCEL - available thru Marcel Ventura, RE 7-3370

DOLORES GRAY - available thru Louis Shurr, CH 4-8240

SIGNE HASSO - available thru Frances Head, PL 7-5959

KAY LANDE arrives this week for TV - AGT: Earl S. Peed

MERCEDES MCCAMBRIDGE - available thru Peter Witt

ELENA NIKOLAIDI - available for TV thru Andre Mertens CI 7-6900

VINCENT PRICE in NY for ten days

ELLA RAINES - in NY for TV, AGT: P. Witt

JAMIE SMITH - available for TV thru Baxt-Wald, OR 5-7847

ROLAND YOUNG - available thru John Gibbs

JUNE 1-7, 1952

VOL. 3 NO. 16 SUPPLEMENT A

NEWS ED: David B. Graham
TALENT ED: Alvin Sullum

Ross Reports

ON TELEVISION

PROGRAMS • PERSONALITIES

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(1)

CBS(Ch2) - 12n-12:30pm; NEW TIME; In the Park; from WCAU-TV to the net; Sustaining; children's puppet program had been seen 11:30am-12n Sunday.

7:30-8pm; HIGHLIGHT; Jack Benny Program; from KNXT(Hwood) to 35 sta & 19 kine; Sponsor - Amer Tobacco(Lucky Strike) thru BBD&O; Prod - Ralph Levy CBS & Hilliard Marks BBD&O; Dir - Ralph Levy; Writers - Sam Perrin, Milt Josefsberg, George Balzer and John Tackaberry; Musical Dir - Mahlon Merrick; last of six programs by Benny in the regular This Is Show Business time slot(same sponsor).

NBC(Ch4) - 1:15-1:30pm; NEW TIME; The Nature of Things; from WPTZ(Phila) to 6 sta & 1 kine; Sustaining; science discussion program had been seen from 12:45-1pm Sunday.

1:30-2pm; NEW TIME; NBC Television Religious Hour: Frontiers of Faith; from WNBT to 25 sta & 12 kine; Sustaining; program had been on from 1-1:30pm; this program marks first telecast in a two-month series on the sacraments of the Roman Catholic Church.

4-4:30pm; DEBUT; Fearless Fosdick; from WNBT(ON FILM) to the net; Sustaining; Pkgr-Prod - Louis G. Cowan in assn with Alfred L. Hollender; Film Prod - Charles Guggenheim; Dir - Mary Chase; Writer-Everett Crosby; Film Ed - Andrew Bellenot; Art Dir - Thomas Corlett; Camera - Drummond Drury; new marionette show based on cartoon characters created by Al Capp; each program will be a complete playlet, with marionettes manipulated by Frank Sullivan, Sylvia Meredith and Donald Sommers; voices are by John Griggs, Gilbert Mack and Jean Carson.

7:30-8pm; NEW TIME; Meet the Press; from WNBW(Wash) to 37 sta & 5 kine; public affairs program was seen Sunday 4-4:30pm; Sponsor - Revere Copper thru St. George & Keyes.

Wed(4)

CBS & NBC - 7-7:30pm; HIGHLIGHT; Gen. Eisenhower's Homecoming Address; both networks will carry the speech which the General will make at his homecoming welcome in Abilene, Kansas.

NBC(Ch4) - 10-10:30pm; DEBUT; Where The People Stand; from WNBT to the net; Sustaining; Prod - Ad Schneider; Dir - Martin Hoade; new public opinion program stars Elmo Roper, news analyst; three newspaper editors will quiz Roper on his analyses of public opinion regarding current affairs; program will be seen in this time slot on June 25, and will eventually have regular weekly time.

Wed(4)

ABC(Ch7) - 10-11pm; LAST SHOW; Pulitzer Prize Playhouse; from WJZ-TV to 12 sta & 21 kine; Sponsor - Frigidaire thru Foote, Cone & Belding; alternate week dramatic program made debut October 6, 1950.

Thu(5)

DuM(Ch5) - 9:30-10pm; NEW TIME; What's the Story?; from WABD to the net; Sustaining; public affairs program with Walter Kieran has been seen Tuesday 10:30-11pm.

NBC(Ch4) - 10pm-end; HIGHLIGHT; Joe Walcott-Ezzard Charles Heavyweight Title Bout; from WPTZ(Phila) to 52 sta; Sponsor - Gillette Safety Razor thru Maxon; Jimmy Powers will provide the commentary for the fight which originates from Municipal Stadium, Philadelphia.

Fri(6)

NBC(Ch4) - 4-5pm Mon thru Fri; LAST SHOW; Kate Smith Daytime; from WNBT to 47 sta plus 8 kine; Sponsor - Participations; Prod - Ted Collins; Assoc-Prod - Barry Wood; Dir - Greg Garrison; program debuted September, 1950; will return in the Fall.

9:30-10pm; DEBUT; Campbell Playhouse; from WNBT(on film) to the net; Sponsor - Campbell Soup thru Ward Wheelock(Phila); new film series produced for TV by Revue Productions in Hollywood; will also use second runs of Chevron Theater & Stars Over Hollywood films; summer replacement for The Aldrich Family which returns in the Fall.

Sat(7)

CBS(Ch2) - 8-9pm; LAST SHOW; Ken Murray Show; from WCBS-TV to 32 sta & 18 kine; Sponsor - Anheuser-Busch(Budweiser) thru D'Arcy; variety program debuted January, 1950; no plans for return are set.

NBC(Ch4) - 9-9:30pm; RETURN; Blind Date; from WNBT to 40 sta & 14 kine(approx); Sponsor - Ammident thru Cecil & Presbrey; Pkgr - Bernard L. Schubert; Prod - Richard Lewis; Dir - Alan Neuman; Arlene Francis again MC's program on which six young men vie for dates with three girls; summer replacement for Show of Shows, was last seen on ABC-TV Sept, 1951.

9:30-10:30pm; DEBUT; Saturday Night Dance Party; from WNBT to the net; Sponsor - S.O.S. thru McCann-Erickson & Benrus thru Tarcher; American Chicle thru Badger & Browning & Hersey will participate in the sponsorship at a later date; Prod - George McGarrett; Assoc Prod - Hal Janis; Dir - Greg Garrison; summer replacement for last hour of Show of Shows will feature a different name band each week; also use variety acts.

12noon-10:30am Sun; Milton Berle's Runyon Fund Marathon; from WNBT to the net; Prod Superv - Warren Jacober; Prod-Dir - Irving Gray; Berle's fourth annual benefit marathon for the Damon Runyon Memorial Fund will be seen coast-to-coast for the first time; regularly scheduled network commercial programs between 7:30-11pm will be presented in their usual time slots with Berle making appearances on them; guest celebrities will be on hand for the session.

LAST WEEK'S NETWORK CHANGES

DuM - Not For Publication; LAST SHOW May 27; Tue 10-10:30pm; from WABD to the net; Sustaining; dramatic series featured newspaper story themes with Jerome Cowan as the central character.

LAST WEEK'S NETWORK CHANGES(Cont'd)

NBC - Your Prize Story; LAST SHOW May 28; Wed 10-10:30pm; from WNBT to the net; Spon--sor - Hazel Bishop thru Raymond Spector; Prod-Dir - Albert McCleery.

The Aldrich Family; LAST SHOW May 30; Fri 9:30-10pm; Sponsor - Campbell's Soup thru Ward Wheelock(Phila); Pkgr-William Morris; situation comedy program returns in the Fall.

Your Show of Shows; LAST SHOW May 31; Sat 9-10:30pm; from WNBT to the net; Sponsor - Participations; Sid Caesar-Imogene Coca musical-variety show returns in the Fall.

SPONSOR ACTIVITY

U.S.RUBBER thru Fletcher D. Richards has cancelled Royal Showcase(NBC-TV Sun 7-7:30pm) following NBC's preemption of the time for the Red Skelton Show which moves in the Fall; the 7:30-8pm NBC-TV time will be filled with a situation comedy series starring Eddie Mayehoff, sponsor not yet determined.

PROCTER & GAMBLE(Camay) thru Pedlar & Ryan has purchased a new dramatic film series, The Doctor, which will be seen on NBC-TV 10-10:30pm Sunday, starting in August; billings will be handled thru Benton & Bowles, with Pedlar & Ryan closing its doors Oct 1. The sponsor, for another of its products, has purchased the TV version of Guiding Light, new soap opera which will replace The First Hundred Years on CBS-TV (Mon thru Fri 2:30-2:45pm).

B.F. GOODRICH thru BBD&O has bought up Herman Hickman's contract as panel member on Celebrity Time, CBS-TV show which has changed to a variety format. Reported price paid Hickman is $3500.

FRIGIDAIRE thru Foote, Cone & Belding has cancelled its proposed participation in Saturday Night Dance Party(NBC-TV Sat 9:30-10:30pm) due to the network's inability to deliver station WLW-D in Dayton, Ohio, where the home offices and main factory of the sponsor are located. FRIGIDAIRE had cancelled out Pulitzer Prize Playhouse in anticipation of the new tie-up.

HELENE CURTIS(Permanent Wave) thru Russel M. Seeds(Chi) has purchased Tuesday & Thursday segments of Johnny Olsen's Rumpus Room(DuM Mon thru Fri 1-1:30pm).

OLD GOLD thru Lennen & Newell is dropping Down You Go(DuM Fri 9-9:30pm) in July. The network will keep the program on sustaining.

BEACON WAX thru Simon Agency has purchased the Friday night segment of The Goldbergs (NBC-TV Mon,Wed,Fri 7:15-7:30pm) for the June 6-July 4 period, filling the spot vacated by Necchi Sewing Machines. Beacon is a possibility for a larger purchase of the show in the Fall.

SIMMONS MATTRESS thru Young & Rubicam will sponsor It's News to Me on alternate Fridays on CBS-TV in the 10:30-11pm time slot beginning in the Fall.

GENERAL FOODS(Jell-O) thru Young & Rubicam will drop its participation in the Bert Parks Show(CBS TV Mon thru Fri 3:30-4pm) at the end of the current cycle. This follows Jell-O's withdrawal of Young Mr. Bobbin which was a Sunday night NBC-TV show.

COLGATE-PALMOLIVE-PEET is reportedly interested in purchasing a television film series based on the Mr. & Mrs. North stories. Bernard L. Schubert is the packager of the show, the radio version of which is also sponsored by Colgate.

NYC LOCAL STATION ACTIVITY

WABD - Kiddie Kollege; LAST SHOW May 24; Sun 12:30-1pm; Sponsor - Posner Shoes thru Silberstein-Goldsmith; Pkgr - Milverne Prods; children's show returns August 9.

WCBS-TV - Six O'Clock Report; Mon thru Fri 6-6:15pm; The California Fruit Growers Exchange(Sunkist Orangeade & Lemonade) thru Foote, Cone & Belding, has purchased the Bill Leonard portion of the news show on Mon, Wed & Fri.

WJZ-TV - Actors Hotel, Carlo Cellini, Prop; LAST SHOW May 13; Tues 10:30-11pm; Sponsor - Ronzoni Macaroni thru Emil Mogul; situation comedy series debuted September 25, 1951.

Spotlight to Stardom; LAST SHOW June 2; Mon 10-10:30pm; Sustaining; Pkgr-Prod - Solow-Stark Prodns; talent show debuted May 12, 1952.

Hollywood Off-Beat; DEBUT June 12; Thurs 8-8:30pm; Sponsor - Dixie Cup thru Hicks & Greist; Film Prod - Marion Parsonnet; Melvyn Douglas stars as the central character in new detective series.

NEWS DIGEST

DUANE JONES WINS SEVERAL ROUNDS AGAINST FORMER ASSOCIATES - As a result of a decision handed down last week by the appellate division of the NY State Supreme Court, the $3,500,000 damage suit filed by Duane Jones against former employees and associates will probably come to trial in the fall. The defendants, many of whom are connected with the newly formed Scheideler, Beck & Werner, had asked to have the suit dismissed, saying there was no basis for it, and following two refusals by the NYS Supreme Court to do so, the case was taken to the appellate division. In his complaint, Jones alleges a conspiracy on the part of the former officers, employees and directors of Duane Jones Company to force him to resign as chairman of the company and to sacrifice his stock.

WNBT PLANNING ALL-NIGHT PROGRAMMING - Ted Cott, vice-president-station manager of the network's key station, WNBT, New York, has revealed the possibility of a 24-hour operation similar to that already in effect on DuMont's station WDTV in Pittsburgh. Cott said he would buy the same Motion Pictures for Television package that is being used at WDTV. A Friday night test in the near future will determine the continuance of the programming idea.

WATV(NEWARK) TO TRANSMIT FROM EMPIRE STATE - The FCC granted permission last week for the Bremer Broadcasting Corp, owner & operator of station WATV in Newark, N.J. to move the transmitter from West Orange, N.J. to the Empire State Building. When the move becomes effective, WATV will be the sixth station to transmit from the tower, with WOR-TV the only station in the NY area not present.

ILLINOIS TECH ASKS $4 MILLION FORD TV GRANT - The Illinois Institute of Technology has petitioned the Ford Foundation for a grant of $4,250,000 on behalf of the Chicago groups which propose to operate educational VHF Channel 12. The sum would cover building construction and operation costs for four years. Of the total, $800,000 yearly would be allocated to actual operating expenses, including building maintenance, personnel, administration and production. The remainder, about $1 million, would be used to construct the station and transmitter.

VIDEODEX RATINGS FOR APRIL LISTED - The Videodex ratings for both percentage and number of homes reached for the 10 top network TV shows during April are as follows:

Per cent TV Homes				No. of TV Homes(000)			
I Love Lucy	52.1	Texaco Thtr	37.0	I Love Lucy	8,671	Comedy Hour	5,012
Talent Scouts	43.5	Show of Shows	31.8	Red Skelton	6,352	Show of Shows	4,875
Red Skelton	39.3	Comedy Hour	31.1	Texaco Thtr	6,275	Fireside Thtr	4,826
Godfrey Frnds	39.3	Fireside Thtr	30.9	Groucho Marx	6,080	TV Playhouse	4,801
Groucho Marx	38.7	My Frnd Irma	30.2	Godfrey Frnd	5,854	Talent Scouts	4,793

CBS-TV PRODUCTION FACILITIES PRICES HOLD - The CBS-TV Network has advised its clients and their agencies that there will be no price increases for any production facilities or services. Fred M. Thrower, VP in charge of Network Sales, made the announcement, and in doing so, said that "the reason CBS is able to continue holding the price line...is that the network has kept hammering away at finding short cuts and streamlining operations all along the line."

RCA ANNOUNCES TRICOLOR TUBE IMPROVEMENTS - Basic improvements in the RCA tricolor TV picture tube have been made by a member of RCA's research staff, Alfred C. Schroeder, an electrical engineer. In color tubes embodying the improvements, images in full natural color are "painted" on the tube face by guns which emit thin beams of electrons, bringing to life fluorescent materials that glow in the three primary colors, red, green and blue. A patent covering Mr. Schroeder's improvements was issued on May 6.

PERSONNEL ITEMS: Charles Robinson who produced the "live" Big Town series on CBS-TV, has been signed by that network as a staff producer-director-writer.....Edward Price, formerly of the WPIX engineering staff, has been made an associate director at the station.....Lawrence E. DuPont has been named radio-TV director for Rogers & Smith Advertising Agency in Dallas. He was formerly program director for WFAA-TV in that city.....James Sheldon, staff director at Young & Rubicam for four-and-a-half years, has been signed to direct the new situation comedy Mr.Peepers which debuts July 3 as summer replacement for Ford Festival on NBC-TV.....Francis X. Zuzulo has been named director of press information for the Mutual Broadcasting System effective June 1.....George F. Harrington, former assistant director with Jerry Fairbanks in NY, has joined the motion picture staff of N.W. Ayer's radio-TV department.....Arthur Fellows, David O. Selznick production executive, has resigned to join Normandy TV Productions, effective June 1, as a producer-director.

FILM DIGEST

AP ABANDONS NEWSREEL SETUP - Spot News Productions, set up by the Associated Press to produce TV news film coverage, has announced that its operations in that field have been suspended. Because most of the TV stations in existence had already signed up for news-film coverage, the AP's firm found little market for their product. Jack Tobin, head of Spot News, said that the firm's future plans will be announced shortly.

HAFFNER-HALPERIN SHOOTING "KERRY DRAKE" SERIES - Sterling Hayden has been signed as star of the Kerry Drake film series based on the comic-strip character created by Alfred Andriola. Hafner-Halperin, Inc. is producing the series of 26 half-hour films.

"I LOVE LUCY" FILMS TO BE USED AS FEATURE - Desilu Productions is planning to tie together several of the I Love Lucy TV films in preparation for a theatrical showing. Shooting on interlocking sequences has already begun under the supervision of Jess Oppenheimer, producer of the TV s ries. Edward Sedgwick is directing the opening and closing sequences, middle shots and bridges.

FRED ALLEN SERIES IN PREPARATION ON WEST COAST - The Mark Goodson-William Todman package, Two For the Money, which stars Fred Allen, is being film-piloted in Hollywood. Original plans to film the pilot in New York were forcibly changed when the NY Fire Department forbade shooting of the 35mm pictures in a theater.

FILMCRAFT HAS NEW "BICKERSONS" SERIES - Filmcraft Productions started shooting first in series of 39 half-hour TV films for The Bickersons, situation comedy series, with Phil Rapp producing and directing.

LOUIS WEISS DISTRIBUTING TRAVEL FILMS - Louis Weiss, Hollywood distributor, has obtained distribution rights to Peoples and Places, series of 26 one-reel travelog subjects, which will be available in seven and 10-minute running time versions.

PALOMAR TO PRODUCE GAMBLING EXPOSE SERIES - Palomar Productions(LA) has acquired TV film rights to Danger in the Cards, written by Michael MacDougall, a gambling and fraud investigator. Mr. MacDougall will narrate 13 half-hour films and act as technical advisor on the series which will be adapted by Earl Younker & Ray Gregori.

REUBEN KAUFMAN & W. LEE WILDER FORM TV FILM FIRM - Reuben R. Kaufman, recently resigned as president of Snader Telescriptions, has joined forces with W. Lee Wilder, independent producer-director, in the formation of a new company for the production and distribution of television films. The new organization will have headquarters at station KTTV in Hollywood and will have sales offices in New York and Chicago.

COMMERCIALS PRODUCTION

SARRA, INC.(NY,Chi,LA) - 1 (60") & 1 (20") completed for East Ohio Gas Co thru Ketchum & Grove(Pitts) for Local Spot; FA & LA with DR.

SCREEN GEMS(New York) - 1 (4½') completed for U.S.Steel thru BBD&O for Local Spots; SA & LA with DR & VO.

2 (60") completed for Cheer thru Young & Rubicam for Nat'l Spot; LA with DR & VO.

5 (20") & 5 (8") completed for Pepsi Cola thru Biow for Nat'l Spot; LA with DR.

FLETCHER SMITH(NY) - 1 (60") completed for Esso thru Marschalk & Pratt for Nat'l Spot; SA & LA with LS & VO.

3 (20") completed for Ripley Clothes thru Bobley for Nat'l Spot; LA with VO.

PROGRAM	NET TIME	GUESTS
	(S - Singer; D - Dancer; C - Comic; M - Musician)	

****Most of the shows on May 30-31-June 1 were listed in last week's issue. The rest are included here for the record.

FRIDAY MAY 30

Twenty Questions (Bill Slater)	DuM 8pm	Gene Raymond
Presidential Timber	CBS 10:30	W. Averell Harriman
Chronoscope	CBS 11:00	The Mutual Security Aid Bill - Sen. William F. Benton

SATURDAY MAY 31

Youth Wants To Know	NBC 5:00	Robert Ramspeck (Cvl Serv Comm), Margaret Culkin Banning (author)
Trapped	WOR 7:30	Explosive - by Frank Wayne; with Kem Dibbs, Joe Bellucci, MacGregor Gibb
Ken Murray	CBS 8pm	add Ann Blyth

SUNDAY JUNE 1

Hats In The Ring	NBC 2pm	Sen. Robert A. Taft (FROM WASH)
Fearless Fosdick(flm)	NBC 4pm	The Haunted House - by Al Capp, adapt by Everett Crosby; with John Griggs, Gilbert Mack, Jean Carson
Man Of The Week (Walter Cronkite)	CBS 6pm	Paul Hoffman
Royal Showcase (Jack Carson)	NBC 7pm	Mimi Benzell (S)
Rocky King (Roscoe Karns)	DuM 9pm	Melba Rae, Gene O'Donnell, John Alberts, Mary Hayden
Fred Waring	CBS 9pm	Flight To Europe - with Charles Scott (S)
Plainclothesman (Ken Lynch)	DuM 9:30	Jack Orrison, Helen Gillette, Lionel Decker, Steve Gethers, Patricia Jones, Joyce Randolph, John "Red" Kullers
American Forum	NBC 10:30	Sen. William Benton, Sen George Smathers (FROM WASH)

MONDAY JUNE 2

Kathi Norris	DuM 11am	Johnnie Andrews (S), Italian Fashion Show
Strike It Rich (Warren Hull)	CBS 11:30	Connie Bannister (photographer-author)
Herb Sheldon	NBC 1pm	Unavailable at Press Time
Garry Moore	CBS 1:30	Ivan Sanderson (scientist-explorer)
Bway Matinee (Ethel Colby)	DuM 1:30	Ginette Wander
Mike And Buff	CBS 2:45	Rock Hudson (actor), Stan Fisher (M), Clay Lambert
Nancy Craig	ABC 3:30	Stan Fraydas (artist), Justice George J. Beldock
Margaret Arlen	CBS 4pm	Dr. George W. Harley (missionary)

MONDAY JUNE 2(Cont'd)

Kate Smith	NBC 4pm	The DeMarlos (D), Russell Nype (S), Gov. Paul Dever, Howard & Wanda Bell (acro)
Magic Cottage (Pat Meikle)	DuM 6pm	Dick Shankland, Rod Colbin (Seen today thru June 6)
New York Close-Up (Jinx Falkenburg)	NBC 6:30	Helen Gahagan
H'wood Screen Test (Neil Hamilton)	ABC 7:30	The Choice - by Mort Lewis & Alton Alexander, adapt by Alton Alexander; with Vanessa Brown, Lawrence Weber, Frederic Rolf
B'way TV Theater	WOR 7:30	Within The Law - by Bayard Veiller; with Lola Montez, Wendy Drew, Martin Kingsley, Orson Bean, Robert Shackleton (Seen today thru June 6)
What's My Name? (Paul Winchell)	CBS 8pm	Dorothy Claire (S), Ted Brown
Lux Theater	CBS 8pm	Garneau '83 - by Bruce Jewell; with Janet Beecher, Geoffrey Lumb, Reinhold Schunzel, Lili Darvas; DIR: Fielder Cook
Voice Of Firestone	NBC 8:30	Leonard Warren
Lights Out (Frank Gallop)	NBC 9pm	Night Walk - by Mortimer Frankel; with Brandon Peters, Susan Douglas, Alan Macatter, Don Hanmer, Vin Kehoe
Robert Montgomery	NBC 9:30	Candles For Therese - by I.A.R. Wylie, adapt by Denis Green; with Robert Sterling, Grace Kelly, Nils Asther, Jacques Aubuchon, Cathleen Nesbitt, Marcel Hillaire, Bruno Wick, Robert Dryden, Lee Papell; DIR: NORMAN FELTON
Studio One	CBS 10pm	Captain-General Of The Armies - by Robert Sherman Townes, adapt by James Costigan; with Richard Carson, Victor Jory, Lydia Clarke, Larry Newton, Harold Vermilyea, Lulu B. King, Martin Ashe, William S. Rainey, Truman Smith, Dennis Bohan; DIR: FRANK SCHAFFNER
Who Said That? (Walter Kiernan)	NBC 10:30	John Mason Brown (author), Joan Alexander (actress), Frank Conniff (columnist);(NET EXCEPT WNBT)

TUESDAY JUNE 3

Kathi Norris	DuM 11am	Evelyn Echols (travel expert)
It's A Problem (Ben Grauer)	NBC 11:30	The Family Constellation - The Mother - with Dr. Mary Fisher Langmuir, Dr. Robert Gomberg
Herb Sheldon	NBC 1pm	Emily Kimbrough (author)
Garry Moore	CBS 1:30	Steve Condos & Jerry Brandow (D)
Ethel Thorsen	DuM 1:30	Michael Garrett (actor)
Mike And Buff	CBS 2:45	Ivan Sanderson, Louis Reynal, Dr. Cherry Ann Hooper
Barbara Welles	WOR 2:45	James Bethune ("Y" Director)
Nancy Craig	ABC 3:30	Mary Borglum (author)
Margaret Arlen	CBS 4pm	Anna Lee (actress)
Kate Smith	NBC 4pm	Sen. Richard Russell, Fashion Showcase, The Dazzies (acro)

Dinah Shore	NBC 7:30	Katherine Dunham Dancers
Stork Club (Sherman Billingsley)	CBS 7:45	Ginny Simms (S)
Sam Levenson	CBS 8pm	Joey Adams (C) and his wife Cindy Heller (C)
Texaco Star Theater (Milton Berle)	NBC 8pm	Billy Eckstine(S), Dorothy Collins (S), Harriet Hoctor
Draw To Win (Henry Morgan)	CBS 8:30	Bill Holman, Abner Dean, Chad, Irving Spector(cartoonists)
Keep Posted (Martha Rountree)	DuM 8:30	Are We Losing The Cold War - with Gen. Albert C. Wedemeyer, Sen. J. William Fulbright
City Hospital (Melville Ruick)	CBS 9pm	The Mirror - by Julian Funt & Robert Newman; with Beverly Whitney, Berel Firestone, Raymond Bramley, Bruce Hall
Batte Of The Ages (John Reed King)	DuM 9pm	Sylvia Froos (S), Gene Baylos (C), Mayo Brothers (S), Harry Didio (animal act)
Fireside Thtr(film)	NBC 9pm	Another Harvest - by Bret Harte, adapted by John Sheppard; with Ruth Warrick, Philip Reed, Russ Conway, Rosa Rey, Ted Stanhope, Kathleen Freeman, Harvey Dunn, Dean Severance, Margarita Martin
United Or Not? (John MacVane)	ABC 9pm	Eleanor Roosevelt
Suspense	CBS 9:30	A Murder Of Necessity - by Max Ehrlich; with John Forsythe, Rod Steiger, Louis Charles, Harrison Dowd, Gaby Rodgers, Frieda Altman
On Trial	ABC 9:30	Steel Wage Dispute (Part II: Industry's Position) with Jules Backman (economist), Judge Louis Goldstein; Thomas E. Harris, Howard M. Holtzmann (counsels)
Armstrong Theater	NBC 9:30	Fairy Tale - by Frank P. DeFellita; with Pat Crowley, Jack Manning, Richard Webb
Quick On The Draw (Robin Chandler)	DuM 9:30	Paul Webb, Jon Gnagy (cartoonists)
Danger	CBS 10pm	The Paper Box Kid - by Mark Hellinger, adapt by Walter Bernstein; with Martin Ritt, Grant Richards, Joe Mantell, Cliff Carpenter, Floyd Ennis, Victor Thorley, Carmen Costi

WEDNESDAY JUNE 4

Strike It Rich (Warren Hull)	CBS 11:30	Henry Streeter (editor)
It's A Problem (Ben Grauer)	NBC 11:30	"The Family Constellation; The Father" - with Dr. Mary Fisher Langmuir, Dr. Robert Gomberg
Herb Sheldon	NBC 1pm	Ada Gwin Pryor (Miss Memphis, Tennessee)
Bway Matinee (Ethel Colby)	DuM 1:30	William Marshall (actor)
Nancy Craig	ABC 3:30	John Golden (producer)
Margaret Arlen	CBS 4pm	Rock Hudson (actor)

WEDNESDAY JUNE 4 (Cont'd)

Kate Smith	NBC 4pm	Evalyn Tyner (M), Glen Haywood (ventriloquist), Howard & Shelton (C), Earl Barton (D)
Perry Como	CBS 7:45	Georgia Gibbs
Kate Smith Evening	NBC 8pm	Myron Cohen (C), Ethel & Albert (C), The DeMarco Sisters (S), The Clark Brothers (D)
Ellery Queen (Lee Bowman)	ABC 9pm	The Third Room - by B. Loring; with Betty Garde, Georgianne Johnson, Charles Cooper, William Free
Strike It Rich (Warren Hull)	CBS 9pm	Ann Blyth
Kraft Theater	NBC 9pm	At Mrs. Beam's - by C.K. Munro, adapt by Howard Lindsay; with Phoebe Mackay, Lisa Ferraday, David B. Greene, Irene Browne, Rex O'Malley, Anita Bolster, Allan Haines, Jean Adair, Lillian Ellis
Starring The Editors (Roscoe Drummond)	DuM 9:30	Glenn Nevill, Tom Schroth, Lowell Limpus (newsmen)
The Web	CBS 9:30	Serpent's Tooth - by Hugh Pentecost; with Vincent Price, Neva Patterson, James Gregory, Patricia Ferris Ann Loring, John Marley, John Heath, Ira Lewis; DIR: HERB HERSCHMAN
Pulitzer Theater	ABC 10pm	Daisy Mayme - by George Kelly, adapt by Joe Schrank; with June Havoc, Shepperd Strudwick, Margalo Gillmore Bea Roth, Sylvia Field, Roy Fant, Pat Breslin, Logan Ramsey
Chronoscope	NBC 11pm	Donald I. Rogers (editor), Admiral Oscar Badger

THURSDAY JUNE 5

It's A Problem (Ben Grauer)	NBC 11:30	The Neglected Years - with Margaret Mead (author), Lawrence K. Frank (educator), William Marvin (counslr)
Garry Moore	CBS 1:30	Ray Malone (D)
Recipe For Happiness (Allen Prescott)	DuM 1:30	Benny Fields (S)
Mike And Buff	CBS 2:45	Dick & Edith Barstow
Nancy Craig	ABC 3:30	James Beard (author), Doris Rosenthal (artist)
Kate Smith	NBC 4pm	Robert Maxwell (M), John Forsythe, The Dunhills (D)
Eloise Salutes	WPIX 5:15	Bennett Cerf (author), (KINE SEEN ON WCBS-TV SUN JUNE 15, 11:15pm)
Stork Club (Sherman Billingsley)	CBS 7:45	Vivian Blaine
Chance Of A Lifetime (Dennis James)	ABC 8:30	Kay Armen
T-Men In Action (Walter Greaza)	NBC 8:30	The Case Of The Sparkling Alibi - by Abram S. Ginnes; with Edward Binns, Rusty Lane, Berry Kroeger, Joe Mantell, Charles Randall, Bernard Lenroe
Man Against Crime (Ralph Bellamy)	CBS 9pm	Henry Lascoe, Augusta Roeland, Eddie Hyans, Carl Bensen, Howard Wendell, Alan Nourse
Gruen Playhouse(flm)	DuM 9pm	Counter Plot - with John Hudson, Mari Aldon

THURSDAY JUNE 5 (Cont'd)

Ford Festival (James Melton)	NBC 9:30	Zasu Pitts, Jan Murray, The Continental
Charlie Wild (John McQuade)	DuM 10pm	The Case Of The Cut-Rate Casanova - by Palmer Thompson; with Philippa Bevans, Lillian Udvardy, Philip Coolidge, Peter Gray
Martin Kane (Lee Tracy)	NBC 10pm	Bibi Osterwald, Robert Middleton, Milton Frome, James Bender, Alan Lee
Crime Photographer (Darren McGavin)	CBS 10:30	The Letter Of The Law - by James P. Cavanagh; with Walter Brooke, Peter Virgo, Bert Conway, Melanie York, Klock Ryder, Philip Pine, Jacob Sandler, Floyd Ennis, Cliff Hall
Author Meets Critics	DuM 10:30	The Cry Of Peace - by Louis Budenz; with Godfrey F. Schmidt (atty), James A. Wechsler (editor)

FRIDAY JUNE 6

Strike It Rich (Warren Hull)	CBS 11:30	William Marshall (actor)
It's A Problem (Ben Grauer)	NBC 11:30	The Family Constellation - The Children - with Dr. Mary Fisher Langmuir, Dr. Robert Gomberg
Garry Moore	CBS 1:30	Roger Price (C)
Mike And Buff	CBS 2:45	Elliott Nugent, Frank Maxwell, John Mitchell, Martha Scott, James Case
Barbara Welles	WOR 2:45	Barbara Brigham (make-up expert)
Nancy Craig	ABC 3:30	Judge Juvenal Marchisio, Mnsgr. Edward Swanstrom
Margaret Arlen	CBS 4pm	Paul Hartman (D)
Kate Smith	NBC 4pm	Russell & Ania (D), Myron Cohen (C), Day,Dawn & Dusk(S)
Schlitz Playhouse (Irene Dunne)	CBS 9pm	Souvenir From Singapore - by Robert C. Dennis; with Dan Duryea, Edgar Barrier, Guy Kingsford, Gloria Saunders, Aram Katchen; DIR: ARTHUR PIERSON (FILM)
Big Story	NBC 9:00	Granger Mitchell, Ft Dodge Messenger (Ft. Dodge,Ia) - by Max Ehrlich; with Delbert Hughes, Arny Freeman,Jock McGregor, Nita Talbot, Steve Gethers, Truman Smith, James Jannett
Tales Of Tomorrow	ABC 9:30	The Exile - by Edgar Marvin; with Chester Morris, Vera Massey, John Boruff, Luis Van Rooten
Campbell Playhouse	NBC 9:30	Unfinished Business - with Ann Rutherford, Dane Clark, Alan Mowbray (FILM)
It's News To Me (John Daly)	CBS 9:30	Judith Evelyn
Police Story	CBS 10pm	Philadelphia - by Max Ehrlich; with Joshua Shelley, Conrad Janis, Leonard Barry, Henry Lascoe, Philip Pine, Royal Beal, Leslie Barrett
Cavalcade Of Stars (Jackie Gleason)	DuM 10pm	Morton Downey, The DeCastro Sisters (S)
Chronoscope	CBS 11pm	George Sloan (Intntl Chamber of Commerce), William Bradford Huie (editor)

SATURDAY JUNE 7

Mr. I. Magination (Paul Tripp)	CBS 1pm	The House Of The Wolf - with Clifford Sales
It's Worth Knowing (Edward Stasheff)	CBS 5pm	The Mental Aspects of Alcoholism - with Dr. James J. Smith, Dr. Daniel Feldman, Dr. Ruth Fox
Ken Murray	CBS 8pm	Thomas Mitchell, Billy Gilbert (C), Eileen Barton (S)
All Star Revue (Danny Thomas)	NBC 8pm	Betty Garrett (S)
Songs For Sale (Steve Allen)	CBS 9:30	Guest Performers: Johnny Desmond (S), Louis Prima (S), Kay Armen (S); Panel: Barry Gray, Gil Newsome (disc jockey), Jule Styne (songwriter), Goldie Goldmark (publisher), Vanessa Brown (actress)

SUNDAY JUNE 8

Lamp Unto My Feet	CBS 5pm	Paul Tripp, Helen Baron, Butch Cavell, Charles Egelston
Amer. Town Meeting	ABC 6:30	Would The Republican Administration Give Us A Better Foreign Policy? - with Sen. Robert S. Kerr
Royal Showcase (Jack Carson)	NBC 7pm	Louis Armstrong
This Is Show Bus.	CBS 7:30	Richard Tucker (S), Bert Wheeler (C), Joy Hodges (actress), Margie Robinson (D)
Colgate Comedy Hour (Eddie Cantor)	NBC 8pm	Ida Cantor, Pat O'Brien, Kay Starr (S), Tom D'Andrea, Hal March (FROM HOLLYWOOD)
Toast Of The Town (Ed Sullivan)	CBS 8pm	Tony Martin (S), Blanche Thebom(S), Willie Hoppe (billiard champ)
Philco Playhouse	NBC 9pm	Four Meetings - by Henry James, adapt by John Chapman; with Leora Dana, John Baragrey, Herbert Patterson, Paula Laurence, Dora Clement, Jane Middleton, Nolia Trammel, Frank Bradley; DIR: DELBERT MANN
Celebrity Time (Conrad Nagel)	CBS 10pm	Fran Allison, Betty Ann Groves (S), Mata & Hari (D), Mel Torme (S)
American Forum	NBC 10:30	Should We Re-examine The United Nations? - Ambassador Ernest Gross, Ely Culbertson (author)

T A L E N T L O C A T O R S E R V I C E

MIMI BENZELL - available - AGT: Jack Bertell, PL 9-5260

ANN BLYTH - in town for TV - AGT: Famous Artists, CI 7-6200

RICHARD CARLSON - in NY for TV - AGT: John Gibbs, PL 7-5959

CLAUDE DAUPHIN - arrived from H'wood - AGT: Gale, PL 7-7100

ARLENE DAHL - arrives NY this week - AGT: Famous Artists, CI 7-6200

ROCK HUDSON - in NY for TV - PRESS: Al Mendelsohn, CI 5-6000

GEORGE MONTGOMERY - in town for TV - PRESS: Margaret Ettinger MU 8-4842

DONALD O'CONNOR - in NY for location shooting

OTTO PREMINGER - arrived from coast - AGT: M. Jurow, JU 6-5100

GINNY SIMMS - available thru MCA, PL 9-7500

GENE TIERNEY - arrives NY this week en route to London, sails June 11

CORNEL WILDE - currently in NY, AGT: Chas. Abramson, CI 7-6200

JUNE 8-14, 1952

VOL. 4 NO. 1 SUPPLEMENT B

NEWS ED: David B. Graham
TALENT ED: Alvin Sullum

Ross Reports ON TELEVISION

PROGRAMS • PERSONALITIES

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SUMMER BOXSCORE: SPONSORS STAY, BUT PROGRAMS FEEL THE HEAT

When the networks succeeded in unselling their clients from that outmoded summer hiatus rut, they forgot to unsell their talent at the same time. For, although the program shiftings have just started and won't be completed until early in July, it begins to look as if at least half the "regulars" will be vacationing for anywhere from 5 to 13 weeks. In most cases, the sponsors are holding the time, to be sure, but they're holding it with generally low budget programming, or using it to break in new formats or personalities.

The current status of confirmed moves affords ample illustration that the stars, the writers, the producers, etc. either want their layoff very badly or maybe are the sacrificial lambs at the altar of economy ("if we have to protect our time and station lineup, let's do it as inexpensively as we can").

The following breakdowns relate not so much to sponsor activity as to the degree of program shifting over the summer months. Listings are not absolutely complete, but most headline attractions are included.

NBC - Staying On: Circle Theater, Kraft Theater, Original Amateur Hour, We The People, Martin Kane, Robert Montgomery Presents, TV Playhouse, Lights Out, Voice of Firestone, Today, Hall of Fame, Those Two, Boxing.

Taking Off: Big Story, Fireside Theater, What's My Name, Your Hit Parade, Ford Festival, Aldrich Family, One Man's Family, All Star Revue, Comedy Hour, Kate Smith Evening & Daytime, Your Show of Shows, Texaco Star Theater, The Goldbergs, Wayne King, RCA Victor Show, T-Men.

Departing: Young Mr. Bobbin, Your Prize Story, Royal Showcase.

No Info: Dinah Shore, You Bet Your Life, Dragnet, Gangbusters, Roy Rogers, Red Skelton, others. News & Forum shows of course are staying on.

CBS - Staying On: Charlie Wild, City Hospital, Crime Syndicated, Danger, Lux Video, Police Story, Suspense, Egg & I, Love of Life, Search For Tomorrow, Celebrity Time, Garry Moore, Godfrey Talent Scouts & Friends (sans Godfrey), Perry Como, Toast of the Town (sans Sullivan), Schlitz Playhouse, What's My Line, Studio One (Summer Theater).

Taking Off: Crime Photographer, Mama, Man Against Crime, This Is Show Business, The Web, I Love Lucy, Songs For Sale, See It Now, My Friend Irma, Fred Waring, Stork Club.

Departing: Claudia, The First 100 Years(repl by The Guiding Light), Star of the Family, Ken Murray, All Around The Town, Ranger Joe, S Levinson.

ABC - Very little information available. Pulitzer Prize Playhouse, Meet The Champ & Hail The Champ are departing. Hollywood Screen Test is taking a hiatus. Chance of A Lifetime is staying on. Celanese Theater is taking off, return not set.

DuM - Most sponsored shows staying on; Down You Go is being dropped by Old Gold in July, but continues sustaining.

---MORE---

MOST SUMMER REPLACEMENTS ARE ALREADY SET

With departure dates so close at hand, a great many replacement programs have yet to be announced - indeed, in some cases, have not yet been devised. However, for the most part, summer planning is definite enough to be presented here.

Shows taking the hiatus are listed at the left, with pertinent details about replacements and hiatus dates to the right:

NBC-TV

	Last Show	
Aldrich Family	- May 30	- Campbell Playhouse, ½hr film dramas by Revue Prodns repl
All Star Revue	- Jun 21	- No information
Big Story	- Jun 27	- Doorway To Danger, ½hr"live" dramas by SSC&B Agcy repl
Comedy Hour	- Jun 15	- The Big Payoff, Walt Framer giveaway repl
Fireside Theater	- Jun 24	- Boss Lady, ½hr film comedy, by Jack Wrather Prodns repl
Ford Festival	- Jun 26	- Mr. Peepers, ½hr comedy with Wally Cox repl
The Goldbergs	- Jul 4	- No information
Kukla,Fran& Ollie	- Jun 27	- No information
One Man's Family	- Jun 21	- American Inventory returns sustaining as repl
RCA Victor Show	- Jun 13	- Curtain Call, ½hr dramas, Tony Miner prodn, repl
Royal Showcase	- Jul 6	- No information
Kate Smith(Eve)	- Jun 6	- Midwest Hayride repl
Kate Smith(Day)	- Jun 2	- Matinee in NY with Bill Goodwin,Robin Chandler, others
Treasury Men	- Jun 26	- No Information
Texaco Star Thtr	- Jun 10	- Juvenile Jury & Youth Wants To Know, each ½hr
What's My Name	- Jul 7	- Masquerade Party (Ed Wolf Prodns) 4 wks; Quiz Kids,5 wks
Young Mr. Bobbin	- May 18	- Meet The Press moves into this time
Your Prize Story	- May 28	- Where The People Stand, Elmo Roper

CBS-TV

	Last Show	
Claudia	- Jun 30	- No information
Crime Photog	- Jun 12	- I've Got A Secret, panel by Goodson-Todman, repl
First 100 Years	- Jun 27	- The Guiding Light, serial drama, prod by Compton advtg
I Love Lucy	- Jun 9	- My Little Margie, ½hr film comedy, by Roland Reed Prodns
Ken Murray	- Jun 7	- No information...possibly feature film
Mama	- Jul 4	- Arthur Murray Party, variety, Murray pays prodn costs
Man Against Crime	- Jun 26	- The Hunter, ½hr film series, prod by Esty at Pathescope
My Friend Irma	- Jun 27	- Pantomime Quiz, charade show by Mike Stokey, repl
Ranger Joe	- May 25	- Cancelled, currently In The Park, kid puppets, is sustg
Sam Levinson	- Jun 10	- No information
See It Now	- Jun 29	- It's News To Me(dropped by Gen Foods) is repl
Studio One	- Jun 16	- Westinghouse Summer Theater reprises earlier scripts
Songs For Sale	- Jun 28	- Steve Allen will probably MC a variety format
Star of the Fam	- Jun 26	- Cancelled by Ronson, no other information
Stork Club	- July	- No information
The Web	- Jul 2	- No information
This Is Show Biz	- Jul 6	- Your Lucky Clue, a Cowan panel-aud partic game, is repl
Fred Waring	- Jun 22	- Information Please panel is repl
Give & Take	- Jun 12	- No information

ABC-TV

Celanese	- Jun 25	- No information
Pulitzer	- Jun 4	- Cancelled, no info
Hwood Scr	- Jun 23	- No info, retrn Aug 25

DuMONT

Down You Go	- July	- Stays sustaining
Battle..Ages	- Jun 17	- Dropped
Not for Publ	- May 27	- Dropped

Most other ABC-TV & DuMont programs are remaining on for the summer.....See our 53 page PROGRAM ANALYSIS issue, with complete details on all programs telecast during the past year.....out next week.

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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Mon(9)

CBS(Ch2) - 9-9:30pm; LAST SHOW; I Love Lucy; from KNXT(Hwood)ON FILM to 26 sta & 36 spots; Sponsor - Philip Morris thru Biow; Lucille Ball-Desi Arnaz situation comedy returns in September; summer replacement will be My Little Margie(see Network Futures).

NBC(Ch4) - 4-5pm Mon thru Fri; DEBUT; Matinee in New York; from WNBT to 47 sta plus 8 kine; Sponsor - Participations: Procter & Gamble thru Dancer-Fitzgerald-Sample; Jergens thru Robert W. Orr; Johnson & Johnson thru Young & Rubicam; Gerber Products thru D'Arcy and Toni thru Foote, Cone & Belding; Prod - Ted Collins; Assoc Prod - Barry Wood; Dir - Bob Eberle(M & Tu), Garth Dietrich(Wed); Don Hillman(Th & F); Bill Goodwin and Robin Chandler will co-star on the summer quiz-variety program, which will have Bill Cullen with the Winner Take All quiz as a regular daily half-hour feature; Winner Take All is a Goodson-Todman package; Ted Collins' "Cracker-Barrel" and Caroline Burke's "Vacation Wonderland" will be segments of the program.

Tue(10)

CBS(Ch2) - 8-8:30pm; LAST SHOW; Sam Levenson Show; from WCBS-TV to the net; Sustaining; Prod - Irving Mansfield; will be replaced by film.

8:30-9pm; LAST SHOW; Draw to Win; from WCBS-TV to the net; Sustaining; Pkgr - Winston O'Keefe & Joel O'Brien; panel cartoon charade quiz show, with Henry Morgan, debuted April 22.

NBC(Ch4) - 8-9pm; LAST SHOW; Texaco Star Theater; from WNBT to 47 sta plus 14 kine; Sponsor - Texaco thru Kudner; Milton Berle show will return in the fall, to be seen three weeks out of four.

9:30-10pm and 10-10:30pm Wed; HIGHLIGHT; The March of Medicine; from WNBQ(Chi) to the net; Sponsor - Smith, Kline & French Labs thru Benjamin Eshleman(Phila); Prod - Ad Schneider NBC; Dir - Don Meier; Tech Dir - Harry Maule; Writer - Lou Hazam; two meetings of the American Medical Assn will be televised, with latest advances in treatment of overweight, heart trouble and other illnesses demonstrated graphically in two programs. Dr. Roy K. Marshall will be the narrator, with leading medical authorities reporting on the new advances.

Wed(11)

NBC(Ch4) - 8-9pm; LAST SHOW; Kate Smith Show; from WNBT to 26 sta plus 24 kine; Sponsor - Reynolds Metals thru Buchanan(1st half-hour) and Anson Jewelry thru Grey & BT Babbitt(Bab-O) thru Weintraub(2nd half-hour alternate weeks); Prod - Ted Collins; Assoc Prod - Barry Wood;return indefinite.

Thu(12)

CBS(Ch2) - 3:30-4pm; LAST SHOW; Give and Take; from WCBS-TV to 22 sta plus 5 kine; Sponsor - Cannon Mills thru Young & Rubicam; Prod - John Carney; Dir - Frank Satenstein; program debuted March 20, 1952.

10:30-11pm; LAST SHOW; Casey, Crime Photographer; from WCBS-TV to 18 sta plus 30 kine; Sponsor - Carter(Arrid) thru SSC&B and Toni (Cream Rinse) thru Tatham-Laird(Chi), alternate weeks; sponsors will remain on with panel show, I've Got a Secret(see Network Futures).

THIS WEEK(Cont'd)

Fri(13)

NBC(Ch4) - 8-8:30pm; LAST SHOW; RCA Victor Show; from KNBH(Hwood) or WNBT(NY) to 27 sta plus 24 kine; Sponsor - RCA Victor thru J. Walter Thompson; Ezio Pinza & Dennis Day alternate week shows return in Fall.

Sat(14)

CBS(Ch2) - 8-9pm; DEBUT; Film series will be seen in the Ken Murray time slot.

NBC(Ch4) - 10-10:30pm; HIGHLIGHT; Political Program; from WWJ-TV(Detroit) to the net; Sustaining; Detroit Eisenhower Committee meeting from Olympic Staduum in Detroit will be seen, taking last half hour of Saturday Night Dance Party.

LAST WEEK'S NETWORK CHANGES

CBS - All Around the Town; LAST SHOW June 7; Sat 9-9:30pm; Sponsor - Pepsi Cola thru Biow(6 weeks only); Mike Wallace-Buff Cobb program replaced Faye Emerson for balance of sponsor's contract.

NBC - Saturday Night Dance Party; DEBUT June 7; Sat 9:30-10:30pm; Jerry Lester returned to the network as MC of summer replacement for Your Show of Shows.

NEWLY ANNOUNCED NETWORK FUTURES

June 16 - My Little Margie; CBS-TV Mon 9-9:30pm; from KNBH(Hwood)ON FILM to 26 sta & 36 spots; Film Prod - Roland Reed(Hwood); Prod - Hal Roach;;Dir - Hal Yates; Asst Dir - Dick Moder; Prod Mgr - Dick L'Estrange; Camera - Walter Strenge; new situation comedy series stars Gale Storm and Charles Farrell, with Hillary Brooke, Don Hayden and Clarence Kolb; Scripts are by Frank Fox and George Carleton Brown. Sponsored by Philip Morris thru Biow as summer replacement for I Love Lucy.

June 19 - I've Got a Secret; CBS-TV Thu 10:30-11pm; from WCBS-TV to 18 sta plus 30 kine; Sponsor - Carter(Arrid) thru SSC&B and Toni(Cream Rinse) thru Tatham-Laird, alternate weeks; Pkgr-Prod - Goodson-Todman; Dir - Frank Satenstein CBS; Prod Coord - Alan Sherman & Howard Merrill; Garry Moore MC's new panel show on which panelists try to guess secret of studio contestant.

June 22 - The Big Payoff; NBC-TV Sun 8-9pm; from WNBT to 42 sta plus 19 kine; Sponsor-Colgate-Palmolive-Peet thru Ted Bates, Sherman & Marquette and William Esty; audience participation show seen on same network Mon thru Fri 3-3:30pm will be summer replacement for Colgate Comedy Hour.

June 30 - Guiding Light; CBS-TV Mon thru Fri 2:30-2:45pm; Spom WCBS-TV to 38 sta plus 21 kine; Sponsor - Procter & Gamble(Ivory,Duz,Crisco)thru Compton; Pkgr - Compton; Agcy Superv - Bill Craig; Prod - David Lesan; Dir - Ted Corday; new soap opera replaces The First Hundred Years.

July 3 - The Hunter; CBS-TV Thu 9-9:30pm; from WCBS-TV(ON FILM) to 25 sta & 27 spots; Sponsor - R.J.Reynolds(Camels) thru William Esty; Film Prod - Pathescope Prodns(NY); Prod - Ed Montagne, Esty; Dir - Oscar Rudolph; new adventure series stars Barry Nelson with Rita Lynn; summer replacement for Man Against Crime.

NETWORK FUTURES(Cont'd)

July 1 - Boss Lady; NBC-TV Tue 9-9:30pm; from WNBT(ON FILM) to 34 sta & 23 spot; Sponsor - Procter & Gamble(Ivory Soap, Duz, Crisco) thru Compton; Film Prod - Wrather TV Prodns(Hwood); Prod - Jack Wrather & Robert Mann; Assoc Prod - Sherman A. Harris; Camera - Jack MacKenzie; Film Ed - Bob Golden; Asst Dir - Joe Depew; Art Dir - Frank Sylos; new sophisticated comedy series stars Lynn Bari, with Richard Gaines, Glenn Langan, Lee Patrick, Charley Smith and Nicholas Joy; summer replacement for Fireside Theater.

July 4 - Doorway to Danger; NBC-TV Fri 9-9:30pm; from WNBT to 18 sta plus 24 kine; Sponsor - Pall Mall Cigarettes thru Sullivan, Stauffer, Colwell & Bayles; Prod - SSC&B; Dir - Dick Schneider NBC; Ernest Chapell will be narrator for stories of the fight against international crime and intrigue, with Roland Winters and John Randolph in central roles; summer replacement for Big Story which returns August 29.

July 12 - Assignment: Manhunt; NBC-TV Sat 10:30-11pm; from WNBT to 34 sta & 22 kine; Sponsor - Lucky Strike thru BBD&O; Pkgr - Talent Associates; Prod-Cast - Julian Claman at TA; Dir - Bill Hobin & Peter Kass NBC, alternate; summer replacement for Your Hit Parade.

July 13 - Your Lucky Clue; CBS-TV Sun 7:30-8pm; from WCBS-TV to 37 sta & 15 kine; Sponsor - Lucky Strike thru BBD&O; Agcy Superv - Ted Fetter; Pkgr - BBD&O with MCA; Prod-Dir - Perry Lafferty MCA; Writer - Henry Kane; Music - John Gart at organ; Anncr - Andre Baruch; Basil Rathbone will be moderator on panel show which will include each week two professional investigators or retired detectives and two TV sleuths; actors will reenact a crime, with panelists trying to find clue.

SPONSOR ACTIVITY

GENERAL FOODS(Swansdown Cake Mixes thru Young & Rubicam & Instant Maxwell House thru Benton & Bowles) drops Claudia(CBS-TV Mon 9:30-10pm) following the June 30 program.

SEALY MATTRESS thru Olian Agcy(Chi) has purchased Louis G. Cowan's Balance Your Budget for an October debut on CBS-TV in the 10:30-11pm time slot on Tuesdays.

NASH-KELVINATOR thru Geyer, Newell & Ganger has renewed Paul Whiteman's TV Teen Club on ABC-TV for 52 weeks effective June 7.

KREISLER thru Hirshon-Garfield & MASLAND CARPETS thru Anderson & Cairns have both renewed their alternate week sponsorship of George Foley's Tales of Tomorrow(ABC-TV Fri 9:30-10pm) effective June 4.

ETHYL thru BBD&O has purchased a sports panel show packaged by Louis G. Cowan for the Thursday night 9:30-10pm time slot on NBC-TV beginning July 3.

RCA VICTOR thru J. Walter Thomspon has purchased a three-times-a-week participation on Today(NBC-TV Mon thru Fri 7-9am) for six weeks beginning June 23.

STANDARD BRANDS(Maxwell House Instant & Regular) thru Ted Bates will begin a two-a-week participation on Today(NBC-TV Mon thru Fri 7-9am).

FLEERS(Bubble Gum) thru Lewis & Gillman(Phila) will sponsor Pud's Prize Party, children's audience participation show on ABC-TV Sat 11:30-11:45am starting June 21.

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NYC LOCAL STATION ACTIVITY

WJZ-TV - Complete Theater; DEBUT June 7; Sat 8:30-sign off; feature film program will be presented for two consecutive showings each Saturday enabling the viewer to tune in between 8:30-10:30 and see a complete show.

Here's to Harlem; DEBUT June 9; Mon 10-11pm; Sustaining; Pkgr-Prod - Solow-Stark Prodns; Dir - Paul Burggraf WJZ-TV; Anncr - Jack Wilson; Ralph Cooper, disc jockey, will be MC on variety show which will spotlight 10 to 12 amateur Negro performers each week, with two weekly winners selected by audience mail vote; ten semi-finalists will compete on the sixth & twelfth programs, with the grand prize winner to be chosen the thirteenth week.

Dave Elman's Curiosity Shop; DEBUT June 8; Sun 8-8:30pm; Sustaining; Prod-Dir - Sandy Howard WOR-TV; Dave Elman, as proprietor and host of the "Curiosity Shop" will introduce well-known jewelers and collectors who will exhibit unusual curios.

WPIX - TV Chef; DEBUT June 3; Tue 5-5:30pm; Sponsor - Amana Products thru Maury, Lee & Marshall; Joel Holt, cooking expert, will appear on new program to offer cooking hints to housewives.

NEWS DIGEST

NIELSEN COVERAGE SERVICE - A.C. Nielsen has announced completion of the field work for his new Coverage Service, designed to measure the individual audiences of more than 2000 radio & TV stations throughout the country. Over 100,000 families were interviewed for the first of what is hoped to be a yearly series of reports(Broadcast Measurement Bureau had done similar survey work before its demise). With final tabulations expected to be ready by late summer, Nielsen has already signed NBC and ABC for the service and is now offering it to individual radio & TV stations at rates based upon each station's hourly time charge(four times the total of highest daytime rate and highest evening rate, for TV, minus $1000 and other discounts). Radio stations have a higher schedule, while ad agencies, sponsor, and other subscribers will be charged a fixed fee. Research was obtained from a combination of personal interview and audimeters, with identical samplings used for radio & TV. Weekly and monthly individual station audiences are analyzed by day and night hours, in and out of home and by frequency of listening or viewing, as well as other data.

LATEST NIELSEN RATINGS, NATIONAL & NEW YORK AREA:

National (2 wks ending May 10)

No. of Homes(000)		% of Homes Reached	
I Love Lucy	10,200	I Love Lucy	60.8
Red Skelton	7,527	Talent Scouts	50.0
Comedy Hour	6,998	Red Skelton	46.2
Godfrey Frds	6,887	Godfrey Friends	45.3
TV Playhouse	6,522	Comedy Hour	42.6
Texaco Thtr	6,431	Blue Ribbon Fts	40.5
Groucho Marx	6,283	TV Playhouse	40.1
Fireside Thtr	6,198	Show of Shows	40.1
Show of Shows	6,080	Texaco Thtr	40.0
Show of Shows	5,788	Show of Shows	39.8

NY Area (4 wks ending May 10)

No. of Homes(000)		% Homes Reached
I Love Lucy	1,808	61.7
Talent Scouts	1,444	49.3
Godfrey & Friends	1,222	41.7
Texaco Star Theater	1,163	39.7
Show of Shows(Camel)	1,149	39.2
Godfrey&Frnds(Pls'Dry)	1,125	38.4
Godfrey " (Toni)	1,102	37.6
Show of Shows	1,058	36.1
Comedy Hour	1,046	35.7
Big Town	1,043	35.6

NBC TELEVISION NETWORK DATA CHART, MAY 1 - NBC's TV Network Data Chart for May 1 lists 17,290,000 sets installed in 64 markets, 16,352,300 in the 52 market interconnected station network, and 938,500 in the 12 non-interconnected markets. The total figure represents an increase of 351,700 sets installed since the April 1 report.

VENEZUELA PLANS FIRST STATION IN NOVEMBER - Plans for establishment of Venezuela's first television station have been completed and trasmitting is scheduled to begin in November of this year. The station will be built at Caracas and will use an RCA 10-kw transmitter, capable of providing adequate coverage of the capital city. The new station will be government operated and will handle no commercial programs, with its primary function to produce cultural, educational and informational programs.

SARNOFF FORESEES 50 MILLION SETS BY 1957 - Speaking before a meeting of life insurance executives last week, Brig. Gen. David Sarnoff, Chairman of the Board of RCA predicted there would be 50 million TV sets and 1500 stations in operation within the next five years. Aiming his talk at the radio & TV contributions to health by providing information, entertainment and relaxation, he also noted that Vidicon tubes have been incorporated in electron microscopes to help scientists study live microbes without using identifying dyes or lights of germ-killing intensity.

PERSONNEL ITEMS: Robert Fryer, casting director at CBS Television, has left that network to join Worthington C. Miner Productions as general manager. His post at CBS has been taken over by Robert M. Banker, unit manager of Studio One for the past two years.....Gordon Agnew has been appointed radio & TV director of Ben Sackheim, Inc. He is a former executive producer & director of West Hooker Productions.....Leonard G. Wayne, former business manager of Ross Reports, has joined World Broadcasting System as a radio sales representative. Most recently, Wayne has been associated with the United Artists TV sales department. .....Richard I. Linkroum, CBS-TV director, has joined the radio-TV department of Geyer, Newell & Ganger as executive producer.....Robert J. Wade, NBC-TV executive coordinator of production development, has been named consultant to the broadcasting division of Emerson College, Boston.....Larry Surles, formerly with WOR-TV, has joined the sales staff of NBC'TV's eastern division spot sales office.....Melvin A. Goldberg, manager of DuMont's research department, has been granted a leave of absence, effective June 13, to become evaluation officer, International Information Administration, U.S. Dept of State.....Willard Hanes will be in charge of Campbell-Ewald's new Hollywood office. Winslow H. Case, vp & director of television, will direct the office from Detroit.....William L. Russell, formerly of Ellington and Ruthrauff & Ryan, has joined the radio-TV department of Fletcher D. Richards.

FILM DIGEST

CROSBY ENTERPRISES SIGNS CHARLES WINNIGER - New half-hour series, Those Were the Days, is planned by Bing Crosby Enterprises, with Charles Winniger signed as star of the light-comedy films. Richard Dorso and Bernard Girard, who created the story-line, will co-write & produce, with Girard directing. Lucien Andriot will handle the camera, with other cast members including Arthur Q. Bryan, Ted Thorpe, Howard Erskine and Doris Singleton. Crosby's firm is also planning to enter the library transcription business, with plans to produce and market recorded musicals.

SAROYAN TO WRITE-DIRECT-PRODUCE TV SERIES - A new corporation, William Saroyan TV Playhouse, Inc., has been set up by Arthur Desser, a member of the law firm handling the playwright's legal matters, to produce a series of 26 half-hour films for television. Rodney Amateau, who recently finished directing "Monsoon" in India, will co-produce and co-direct the color films with Saroyan. Each of the films will be different plays, all written by Saroyan, with production scheduled to start in mid-July.

TELENEWS EXPANDING NEWSREEL SERVICES - In new operations and service expansion moves, Telenews Productions announced the establishment of a new Station Relations Department, and also announced an increase in the "hard news" footage of the "Telenews Daily", the company's newsreel. Formerly 8 minutes in length, the daily service will now be a minimum of 12 minutes, planned to allow stations more flexibility in news programming. The new Stations Relations Department will be headed by Tom McManus.

DUEX FORMED BY SUGARMAN FOR DUBBING FILMS - Harold Sugarman, formerly with Universal, United Artists and the Paramount foreign department, has formed the Duex Company for the purpose of dubbing foreign films for TV and theatrical release in the United States. First product to be handled by the new firm is the Mexican film, "In the Palm of Your Hand" which stars Arturo de Cordova and Leticia Palma.

AFRICAN COLOR TV FILM SERIES PLANNED - Breakston-Stahl Productions, Hollywood, are planning to start production on June 18 of 26 half-hour TV color films in the Safari Bill series. To be filmed on location in British East Africa and the Belgian Congo, the series feature Richard Denning and Martha Hyer. George Breakston and C. Ray Stahl will co-produce and direct, with Mr. Stahl having written the scripts. Irene Breakston is associate producer and John R. Carter, technical executive. United Artists will release the series, which are being filmed in conjunction with a feature film.

WALTER SLEZAK IN NEW SERIES - Ben Kamsler and Leighton K. Brill have completed negotiations for the television rights to My Uncle Jan, by Joseph Auslander and Audrey Wurdemann, and have signed Walter Slezak to play the title role. The book, already in its 10th edition, deals with a Czech family settling in Wisconsin; and the film series will be adapted for TV by Aben Kandel. Kamsler and Brill plan to have the series filmed in Hollywood.

FLYING A ACQUIRES "CALLING ALL CARS" - Gene Autry's Flying A Productions has acquired title rights to Calling All Cars for a radio and TV film series. There was a radio program by that title on CBS on the Pacific Coast from 1937-45.

T A L E N T L O C A T O R S E R V I C E

DANA ANDREWS - in NY for stock - AGT: Famous Artists, CI 7-6200

BENNY BAKER - arrived from H'wood - AGT: Jerry Rosen, PL 7-6185

JOSEPH BULOFF - available for TV thru Al Grossman, CI 5-8422

PFC. VIC DAMONE - transfd. to Ft. Jay, NY

DON DE FORE - currently in NY, Hotel Madison

YOLANDE DONLAN - London sensation of "Born Yesterday", films, now here

FAYE EMERSON - available for TV -PL 5-9134

STUART ERWIN - currently in NY

BERT LAHR - available for TV thru Louis Shurr, CH 4-8240

GLORIA LANE - "Consul" singer - returned from London - AGT: MCA

TONY MARTIN - currently in NY - PRESS: Buddy Basch, MU 2-8877

JANE NIGH - in NY - AGT: Famous Artists

EDMOND O'BRIEN - available for TV thru Peter Witt, PL 9-7966

ISOBEL ROBINS - returns from Bermudian Thtr - AGT:Wolff-Feldman

ALEXIS SMITH - arrives NY this week for stock - AGT: Famous Artists

JO STAFFORD - returned from Europe to H'd

PROGRAM	NET TIME	GUESTS
	(S - Singer; D - Dancer; C - Comic; M - Musician)	

****Most of the shows on June 6-7-8 were listed in last week's issue. The rest are included here for the record.

FRIDAY JUNE 6

Today	NBC 7am	Faye Emerson
Kathi Norris	DuM 11am	Constance Gordon (artist)
Broadway Matinee (Ethel Colby)	DuM 1:30	Vanessa Brown
Twenty Questions (Bill Slater)	DuM 8pm	Macdonald Carey
The Hot Seat (Stuart Scheftel)	ABC 8:00	Sen. Richard Nixon, Walter White (secy, Adv Colored People), Leo Cherne
Life Begins At 80 (Jack Barry)	DuM 8:30	Gustave Becker (91 year-old pianist)
We, The People	NBC 8:30	W. Averell Harriman, Maurice Tobin (secy of labor), George Meany (secy-treas, AFL) (PARTLY ON FILM)
Front Page Detective (Edmund Lowe)	DuM 9:30	The Murderer Is Anonymous - with Bettie Best, George Pembroke, Barbara Fuller, Ben Welden, Paul Cavanaugh, Jack Daly, Dan Morton
Presidential Timber	CBS 10:30	David Schoenbrun, Griffin Bancroft, Edward P. Morgan, Charles Collingwood (newscasters)
Chronoscope	CBS 11pm	Correction: J. H. R. Cromwell (former Amb. to Canada), Sen. William F. Benton

SATURDAY JUNE 7

Milton Berle Marathon NBC 12pm - 4:30; 5 - 7:30; 10 - 10:30; 11pm - 10:30am Sunday; for the benefit of the Damon Runyon Cancer Fund; with Walter Winchell, Boris Karloff, Walter Abel, Chester Morris, Arlene Francis, Myron Cohen, Carol Bruce, Mary Small, Dorothy Collins, Pearl Bailey, Benny Fields, Vivian Blaine, Morey Amsterdam, Milton DeLugg, Jack Carter, Irving Fields, Kay Armen, Jerry Lester, the Blackburn Twins, Ray Anthony, etc.

It's Worth Knowing (Edward Stasheff)	CBS 5pm	add Guest Panelists Paul Brown (warden), Dr. Arnold Pfeffer
Trapped	WOR 7:30	At Gun Point - by John Gerard; with Donald Curtis, Stefan Schnabel, Bruno Wick
Ken Murray	CBS 8pm	add Lionel Hampton
Sat Nt Dance Party (Jerry Lester)	NBC 9:30	Ray Anthony

SUNDAY JUNE 8

Hats In The Ring	NBC 2pm	Gov. Earl Warren (FROM HWOOD)
Youth Wants To Know	NBC 4pm	Carl Byoir (public relations) (FROM WASH)
Hllmk Hall Of Fame (Sarah Churchill)	NBC 4:30	Nefretiti, Queen Of Egypt - by Geoffrey Kean; with Sarah Churchill, Robert Pastene, Gavin Gordon, Clem Fowler, Betty Lou Keim, John Straub, Richard Midgely, Kem Dibbs, John Martone, Tina Starr, Frank Daly, Meta DeSota

SUNDAY JUNE 8 (Cont'd)

Man Of The Week (Walter Cronkite)	CBS 6pm	Gen. Albert C. Wedemeyer; James McGlincy, Kenneth G. Crawford, James A. Wechsler (editors)
Amer. Town Meeting	ABC 6:30	Correction: Would A Republican Or Democratic Administration Give Us A Better Foreign Policy?; add Rep. Carroll Reece
Georgetown U. Forum	DuM 7:00	Overpopulation And Iron Curtain Refugees - with W. Averell Harriman, Sen. Robert C. Hendrickson, Rep. Emanuel Celler
Meet The Press (Martha Rountree)	NBC 7:30	John J. McCloy(US High Commissioner for Germany)
Horizons	ABC 7:30	The Future Of Television Drama - with Alex Segal (dir)
Curiosity Shop (Dave Elman)	WOR 8pm	Charles B. Harris (jeweler), Dr. Walter Jacobs
Toast Of The Town (Ed Sullivan)	CBS 8pm	add Jesse Owens (athlete), Kilgore Rangerettes (baton twirlers), Joel Gray (C), Georgie Kay (C)
Rocky King (Roscoe Karns)	DuM 9pm	The Homesick Shoemaker - with Isabel Price, Joseph Roman, Emily Barnes, Joe Verdi
Plainclothesman (Ken Lynch)	DuM 9:30	A Matter Of Leverage - with Jim Bender, Allan Lee, John Boyd, Mary Patton, Marion Brash

MONDAY JUNE 9

Kathi Norris	DuM 11am	Simon Benin (furniture mfgr), Corinne Friedmann (doll designer)
It's A Problem (Ben Grauer)	NBC 11:30	Summer Health Precautions - with Dr. Karl Schweig, Dr. Phyllis Koteen
Claire Mann Glamour	ABC 1pm	Minnie Guggenheimer
Herb Sheldon	NBC 1pm	Stuart Erwin & June Collier
Garry Moore	CBS 1:30	Deek Watson & Mannikins, Edward J. Capillo (A.A.A.)
Broadway Matinee (Ethel Colby)	DuM 1:30	Elaine Ellis (actress)
Mike And Buff	CBS 2:45	Richard Tucker and his son Barry
Barbara Welles	WOR 2:45	Janet Pinney (doll curator)
Nancy Craig	ABC 3:30	The Carib Group (S), Calypso Festival
Margaret Arlen	CBS 4pm	Leonard Sillman (producer)
Matinee In New York (Goodwin & Chandler)	NBC 4pm	Margaret Truman, Sarah Churchill, Don Cornell (S) Dir: Bob Eberle
Magic Cottage (Pat Meikle)	DuM 6pm	Barnaby Bobble's Southern Exposure - with Edward Holmes, Curtis Wheeler (Seen today thru June 13)
New York Close-Up (Jinx Falkenburg)	NBC 6:30	James Dodd (S)
Broadway TV Theater	WOR 7:30	Nothing But The Truth - by James Montgomery; with Orson Bean, Ernest Truex, Sylvia Field, Wendy Drew, Robert Shackleton, Rex O'Malley, Sheila Bromley(thru FRI)
H'wood Screen Test (Neil Hamilton)	ABC 7:30	Victor Jory in McCabe's Girl - by Maurice Barrangon; with Patricia Smith; and The Soldier, with Michael Higgins; Gloria Warner (S)

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MONDAY JUNE 9 (Cont'd)

Mr. Dist. Attorney (Jay Jostyn)	ABC 8pm	The Case Of The Empty House - by Robert J. Shaw; with Betty Benkyk, Ethel Owen, Cameron Prud'homme
Lux Theater	CBS 8pm	The Lesson - by George Kelly; with Gene Raymond, Nancy Coleman, Geraldine Page; Dir: Dick Goode
Voice Of Firestone (Howard Barlow)	NBC 8:30	Eleanor Steber
Lights Out (Frank Gallop)	NBC 9pm	Blind Man's Buff - by Agnes Christine Johnston & Frank Dazey; with Mercer McLeod, Cara Williams, Mary Farrell, Roland Wood, Robert Middleton
Robert Montgomery	NBC 9:30	Penny - by Emily Kimbrough; with Walter Abel, Anne Seymour, Joanne Woodward, Wright King, Don Murray, Jennie Egan, Jane Rose, Marjorie Eaton; Dir: Vincent Donehue
Studio One	CBS 10pm	Lovers And Friends - by Dodie Smith, adapt by David Shaw; with Jane Wyatt, Murray Matheson, Polly Rowles, Marian Seldes, Bramwell Fletcher, Betty Sinclair, Stuart Burge; Dir: Paul Nickell
Here's To Harlem (Ralph Cooper)	ABC 10pm	Lionel Hampton
Who Said That? (Walter Kiernan)	NBC 10:30	Robert Sterling, Juliana Larson (S), Merriman Smith (correspondent); (NET EXCEPT WNBT)
Chronoscope (Wm. Bradford Huie)	CBS 11:00	Australian Affairs And The United States - with Percy Spender (Australian Ambassador)

TUESDAY JUNE 10

Kathi Norris	DuM 11am	Norman Hudson (C)
It's A Problem (Ben Grauer)	NBC 11:30	The Problems Of Marriage; The Late Years - with Dr. Lena Levine, Dr. Abraham Stone, Dr. Robert M.Goldenson
Herb Sheldon	NBC 1pm	Fashion Showcase, Lanny & Ginger (writers)
Garry Moore	CBS 1:30	Ivan Sanderson (scientist-explorer)
Ethel Thorsen	DuM 1:30	Jockey Stevenson
Barbara Welles	WOR 2:45	Theyre Lee-Elliott (ballet painter)
Nancy Craig	ABC 3:30	Jean DeMarco & Clara Fasano (sculptors)
Margaret Arlen	CBS 4pm	Jay O'Brien (camp director)
Matinee In New York (Goodwin & Chandler)	NBC 4pm	Will Mahoney (xylophone); Dir: Bob Eberle
New York Close-Up (Jinx Falkenburg)	NBC 6:30	Eartha Kitt (S)
Stork Club (Sherman Billingsley)	CBS 7:45	June Havoc
Sam Levenson	CBS 8pm	Morey Amsterdam and son
Texaco Star Theater (Milton Berle)	NBC 8pm	Dolores Gray (S), Peg Leg Bates (D)
Draw To Win (Henry Morgan)	CBS 8:30	Hilda Terry, Chad (cartoonists)
Keep Posted (Martha Rountree)	DuM 8:30	Should We Adopt The Federal Plan For National Health Insurance? - Oscar Ewing (Fed. Security Admin.), Sen. Clyde Hoey; (FROM WASH)

[illegible]	[illegible]	[illegible]
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TUESDAY JUNE 10 (Cont'd)

Crime Syndicated	CBS 9pm	Snowbird - with Rudolph Halley (Narrator); Robert Webber, Madeleine Sherwood, Edward Binns, Mario Gallo, Robert Emhardt, Bartle B. Doyle, Elmer Lehr
Battle Of The Ages (John Reed King)	DuM 9pm	Vets: A. Robins, Jr. (C), The Novellos (acro) Youth: Marion Morgan (S), Tiny Sinclair (C)
Fireside Thtr (film)	NBC 9pm	Mirage - by Bret Harte, adapt by Margaret Buell Wilder with Marjorie Lord, Bill Henry, John Pickard, Bob Foulk, Armanso Silvestre
United-Or Not? (John MacVane)	ABC 9pm	Sir Gladwyn Jebb (UN Rep. from Great Britain)
Suspense	CBS 9:30	House Of Masks - by Halsted Wells; with Geraldine Fitzgerald, William Redfield, Ann Shoemaker, Hollis Irving Rusty Lane
On Trial	ABC 9:30	U.S. Foreign Policy: Is It Sound? Should The Republican Party Change It? - with Harold E. Stassen; Fowler Hamilton, Bernard M. Shanley (counsels); Judge Harold M. Kennedy
Quick On The Draw (Robin Chandler)	DuM 9:30	Elinor Ames (artist)
Danger	CBS 10pm	The System - by Leo Davis; with Eli Wallach, Kim Stanley, Salem Ludwig, Martin Kingsley
Rod & Gun Club (Milo Boulton)	WOR 10pm	Thomas E. Hall (gun authority)
Tempest Tossed (Robert Watt)	WOR 10:30	Rev. Raymond J. deJaegher (Belgian Missionary to China)

WEDNESDAY JUNE 11

Kathi Norris	DuM 11am	Cue's Ladies' Choice Contestants
Strike It Rich (Warren Hull)	CBS 11:30	Jose Quintero (director)
It's A Problem (Ben Grauer)	NBC 11:30	The Unhappy Child -Rev. Robert E. Gallagher, Dr.Harold Michel-Smith
Herb Sheldon	NBC 1pm	Burgess Meredith, Eddie Condon(M)
Garry Moore	CBS 1:30	Kaye Ballard (S)
Broadway Matinee (Ethel Colby)	DuM 1:30	Doris Patston (actress)
Barbara Welles	WOR 2:45	Sigmund Rothschild (antique collector)
Nancy Craig	ABC 3:30	Bill Davidson (editor)
Margaret Arlen	CBS 4pm	Wilma Allen (bridal consultant)
Matinee In New York (Goodwin & Chandler)	NBC 4pm	Al Gordon's Dogs, Mrs. Betty Impellitteri, Bernard F. Gimbel (store pres); Dir: Garth Dietrich
New York Close-Up (Jinx Falkenburg)	NBC 6:30	Arthur Treacher
Kate Smith Evening	NBC 8pm	Bambi Linn & Rod Alexander (D), Ethel & Albert (C), Billy Williams Quartet (S), Howard & Shelton (C)
Strike It Rich (Warren Hull)	CBS 9pm	Margaret Phelan (S)

(Million Dots) Bridge to Long	[illegible]	[illegible] (C)
[illegible]	[illegible]	[illegible] (C)' [illegible] (C)' [illegible] (C)' [illegible] (C)
(Two Letter-Pairs) New York Closed-Up	[illegible]	[illegible]
(Commas & Quotes) Mistake [illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible] ([illegible])
[illegible]	[illegible]	[illegible] (C)
[illegible]	[illegible]	[illegible] (C)
(Long Words) Pumpkin Mixture	[illegible]	[illegible] (Pumpkin)
[illegible]	[illegible]	[illegible] (C)
[illegible]	[illegible]	[illegible] (C)
(Not Alone) Life & [illegible]	[illegible]	[illegible]
(Million Dots) Bridge to Mich	[illegible]	[illegible] (Michigan) . . .
[illegible]	[illegible]	[illegible], [illegible]

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(Million Dots) [illegible]	[illegible]	[illegible] (Million Kilometers to Sun)
(Dots Continue) [illegible] & New Line	[illegible]	[illegible] (C)
[illegible]	[illegible]	[illegible] - [illegible]
(Million Dots) Depth of the Lake	[illegible]	[illegible]
[illegible]	[illegible]	[illegible] - [illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible] - [illegible]
(Long Words) Pumpkin-On Land	[illegible]	[illegible] (Pumpkin Grow Green Patch)
[illegible] (Line)	[illegible]	[illegible] - [illegible]
(Dots Meet Line) Depth of the Place	[illegible]	[illegible] (C) [illegible] (C) [illegible] (C) [illegible] (C)
[illegible]	[illegible]	[illegible] - [illegible]

Ellery Queen (Lee Bowman)	ABC 9pm	Rehearsal For Murder - by Irving Pincus & Eugene Burr, adapt by Helen Hanff; with Ian Keith, Lili Darvas, Sally Hester, Farrell Pelly
Kraft Theater	NBC 9pm	Cricket On The Hearth - by Charles Dickens, adapt by Helen Jerome; with Russell Hardie, Grace Kelly, Raymond Bramley, Noel Leslie, Dick Hamilton, Pat Peardon, Josephine Brown, Elizabeth Ross
Starring The Editors (Edwin D. Canham)	DuM 9:30	Edward P. Doyle, Roland Kilbon, James Wechsler
The Web	CBS 9:30	The Giant Killer - by Morris Alper; with Gene Reynolds Lenka Peterson, Dennis Harrison, Victor Thorley, Tom Gorman, Fred Scollay, Doris Roberts, Al Ward, Will Collins, Chris Frangos; Dir: Lela Swift
Celanese Theater	ABC 10pm	When Ladies Meet - by Rachel Crothers, adapt by Robert Wallsten; with Patricia Morison, Claudia Morgan, John Emery, Richard Carson, Natalie Schaefer, Bill Kemp
Chronoscope (William Bradford Huie)	NBC 11pm	Harry A. MacDonald (RFC), Donald I. Rogers (editor), on The RFC: Should It Be Dissolved?

THURSDAY JUNE 12

Kathi Norris	DuM 11am	Josh Tonkle (clothing manufacturer)
It's A Problem (Ben Grauer)	NBC 11:30	The Role Of Women In Politics - with Virginia Gildersleeve (Dean Emeritus, Barnard)
Garry Moore	CBS 1:30	George Gold (C)
Mike And Buff	CBS 2:45	Algernon Black (Ethical Culture Soc), Beatrice Landeck (author), Steve Laurence (S)
Barbara Welles	WOR 2:45	Fashion Show, Dan Millstein (dress manufacturer)
Nancy Craig	ABC 3:30	Mother Mary Martin (missionary), James Ramsay Ullman (author)
Margaret Arlen	CBS 4pm	Prof. Harold C. Urey (Nobel Prize scientist)
Matinee In New York (Goodwin & Chandler)	NBC 4pm	The Korn Kobblers (M), Gen. Albert C. Wedemeyer; Dir: Don Hillman
Eloise Salutes	WPIX 5:15	Bennett Cerf (author), (KINE SEEN ON WCBS-TV SUN JUNE 22, 11:15pm)
Bill Harrington	ABC 5:30	Joe Allegro (S)
Stork Club (Sherman Billingsley)	CBS 7:45	Arthur Treacher
Star Of The Family (Hayes & Healy)	CBS 8pm	Les Paul & Mary Ford (S&M), Tex Beneke & orch., Johnny Coy (D)
Hollywood Off-Beat (Melvyn Douglas)	WJZ 8pm	The Inheritors - by James Cavanagh; with Olive Deering Neil Fitzgerald, Steve Gethers; Dir: M. Schwarz (film)
Chance Of A Lifetime (Dennis James)	ABC 8:30	Rose Marie (S)
T-Men In Action (Walter Greaza)	NBC 8:30	The Case Of The Fatal Souvenir - by Jack Bentkover; with Harry Landers, William Redfield, James Gregory, John Devoe, Patricia Smith, Harrison Dowd
Man Against Crime (Ralph Bellamy)	CBS 9pm	Harry Bannister, John Griggs, Mildred Clinton, Edgar Franken, Georgianne Johnson

THURSDAY JUNE 12 (Cont'd)

Ford Festival (James Melton)	NBC 9:30	Jarmila Novotna (S), Edward Everett Horton (C)
Charlie Wild (John McQuade)	DuM 10pm	Karen Lindgren (Rest of cast not set at press time)
Martin Kane (Leo Tracy)	NBC 10pm	Constance Dowling, Richard Purdy, Jean Carson, Joseph Downing, Jim Little, William Free, Susan Hallaran
Crime Photographer (Darren McGavin)	CBS 10:30	The Reward - by Ben Radin; with Joe Sullivan, Anne Hegira, Edwin Cooper, Bobby Fanton, Joey Walsh, Richard Robbins
Author Meets Critics (Quentin Reynolds)	DuM 10:30	The Trouble-Makers - by Arnold Forster & Benjamin R. Epstein; with Gov. Fuller Warren, Sen. Harley M. Kilgore

FRIDAY JUNE 13

Kathi Norris	DuM 11am	Herbert Kenwith (producer), Rita Hackett (fashions)
Strike It Rich (Warren Hull)	CBS 11:30	Peggy Grayson (editor), Marilyn Ross (cig. girl)
It's A Problem (Ben Grauer)	NBC 11:30	What Divorce Does To A Child - with Dr. Rose Franzblau Florence M. Kelly (atty), Dr. Samuel Ritva
Herb Sheldon	NBC 1pm	Elliot & Nancy Nugent
Garry Moore	CBS 1:30	Ray Malone (D)
Mike And Buff	CBS 2:45	Dr. Frank Laubach (missionary)
Barbara Welles	WOR 2:45	Lester Gaba (author)
Nancy Craig	ABC 3:30	Milo Miloradovich (author), Beatrice Kraft (D)
Margaret Arlen	CBS 4pm	Barbara Baxley(actress)
Matinee In New York (Goodwin & Chandler)	NBC 4pm	Paul Killiam & old films, Pat Rooney, Sr.(D); Dir: Don Hillman
The Hot Seat (Stuart Scheftel)	ABC 8pm	Eric Johnston
Schlitz Playhouse (Irene Dunne)	CBS 9pm	Dress In The Window - by Zachary Gold; with Teresa Wright, John Ridgely, Brett King, Dolores Mann, Onslow Stevens, Joey Ray, Tim Graham; Dir: Lew Landers (ON FILM, H'WOOD)
Big Story	NBC 9pm	The Case Of The Left-Handed Killer (Ted MacFarland, Inquirer, Phila.) - by Ernest Kinoy; with E.G. Marshall, Mike Kellin, Jack Bittner, Edgar Stehli, Henry Lascoe, Patrick J. Kelly
Tales Of Tomorrow	ABC 9:30	All The Time In The World - by Arthur C. Clarke; with Esther Ralston, Don Hanmer
It's News To Me (John Daly)	CBS 9:30	Louise Albritton, Quentin Reynolds
Campbell Playhouse	NBC 9:30	Some Small Nobility - with Joan Banks, John Philips, Joe Sargent, Frances Conley, Dorothy Lovett (film)
Police Story	CBS 10pm	Dallas County - by Irwin Kenny; with Robert Emhardt, Philip Coolidge, Charlotte Knight, Stewart Bradley, James Bender, Hal Cooper, Crahan Denton, Truman Smith
Cavalcade Of Stars (Jackie Gleason)	DuM 10pm	Nat King Cole (S), Mary Mayo (S)

(Jackie Gleason)		
Honeymooners, The	Wed 7:00	Bus Stop (R)' Mickey (G)
	(Sean Penn)' Mr. Robinson' Sharon Farrell' Lauren Bacall'	
	Martin Landau' Charles Bronson' Arthur Kennedy'	
Dotto Game	Thu 10:00	Dotto Contest - Pt Fowler Hosts, Alex Trebek Replaces'
	Joe Garagiola' Jackie Gleason' Patricia Duane (11:15)	
Tonight Show, The	Wed 8:00	Guest Host: Johnny Carson - Alan Alda Guests' John Little'
(Jack Paar)		
Jack Paar Show, The	Thu 8:00	Tonight Presentation' Joseph Campanella'
	Gabriel Dell' Joe Flynn'	
Letter to Loretta, A	Wed 8:30	All the Time in the Earth - Pt Vaughn' Gladys Hill'
	Frances Lansing Bergen'	
	Lucy Ann Polk' Alex Brodie' Bobby Diamond' Donna	
	Jean Allison' Lorna - Pt Gloria Vincent Hill (Lou Antonio)'	
Big Chief	Wed 8:30	The Tree of Life - Pt Jerry Hill (Lou Antonio)'
	Barbara Luna' Jack Ging' Jim Davis (Jim Hardin)'	
(Tuesday Movie)		
Twilight Zone	Wed 9:30	Twilight Zone - Pt Gladys Hill' Burgess Meredith' Carolyn
(Rod Serling)		
Age Of Love	Wed 9:30	Lost - Pt Hill'
	Lee Bergere'	
(Bonanza & Adventure)		
Bonanza: The Ponderosa	Wed 10:00	Lost Letter - Pt Hill' Lee Bergere' Lee Montgomery' Ed Ames' Dan
Bonanza Theater	Wed 10:00	Bonanza Theater(Premiere)
Hogan's Heroes	Wed 7:30	Hogan's Commando (Premiere)' Bernard Fox' Robert Clary (R)
Bewitched	Wed 8:00	Witch Doctor (Premiere)'
Hazel	Wed 8:30	Hazel Gets Married (Premiere)'
Dick Van Dyke	Wed 9:00	Dick Van Dyke (Premiere)'
(Sam Spade)		
Sam Spade	Wed 9:30	Sam Spade, Gumshoe - Pt Gladys Hill' Jack Lester'
(Peter Gunn)		
Peter Gunn	Wed 10:00	Peter Gunn - Pt Gladys Hill' Lola Albright' Jack Kruschen'
(Jack Paar)		
Jack Paar Show, The	Wed 11:30	Jack Paar's Home to a Guest - Pt Hill' Jack Paar
(Jack Paar)		
Steve Allen Show	Wed 11:30	Lucy (Steve Allen Show)' Monitor Jack Paar (11:45)
Mickey Mouse	Wed 7:00	Donald Duck Festival (Premiere)' Mickey Mouse (Premiere)
		Donald Duck
(Dennis Hopper)		Dennis Hopper - Pt Gladys Hill' Lola Albright' Jack Kruschen'
Twelve Hours Of Oswald	Wed 10:30	Lucy Lawless - Pt Gladys Hill' Jack Kruschen'
		Michael Dolores
(Jack Paar)		Bobby Darin' Joey Bishop' Joey Bishop'
Jack Paar Show, The	Wed 10:30	Jack Paar - Pt Gladys Hill' Alice Ghostley' Jack Paar
(Jack Paar)		Bobby Darin' Joey Bishop' Joey Bishop' Joey Bishop'
Mickey Mouse	Wed 7:00	Donald Duck Festival (Premiere)' Mickey Mouse (Premiere)
Donald Duck	Wed 7:30	Donald Duck (Premiere)
(Jack Paar)		
Jack Paar Show, The	Wed 8:00	Jack Paar (Premiere)' Jack Paar (Premiere)
(Jack Paar)		
Jack Paar Show, The	Wed 8:30	Jack Paar (Premiere)' Jack Paar (Premiere)
(Jack Paar)		
Jack Paar Show, The	Wed 9:00	Jack Paar (Premiere)' Jack Paar (Premiere)
(Jack Paar)		
Jack Paar Show, The	Wed 9:30	Jack Paar (Premiere)' Jack Paar (Premiere)
(Jack Paar)		
Jack Paar Show, The	Wed 10:00	Jack Paar (Premiere)' Jack Paar (Premiere)
(Jack Paar)		
Jack Paar Show, The	Wed 10:30	Jack Paar (Premiere)' Jack Paar (Premiere)
(Jack Paar)		
Jack Paar Show, The	Wed 11:00	Jack Paar (Premiere)' Jack Paar (Premiere)
(Jack Paar)		
Jack Paar Show, The	Wed 11:30	Jack Paar (Premiere)' Jack Paar (Premiere)
(Jack Paar)		
Jack Paar Show, The	Wed 12:00	Jack Paar (Premiere)' Jack Paar (Premiere)
(Jack Paar)		
Jack Paar Show, The	Wed 12:30	Jack Paar (Premiere)' Jack Paar (Premiere)
(Jack Paar)		
Jack Paar Show, The	Wed 1:00	Jack Paar (Premiere)' Jack Paar (Premiere)
(Jack Paar)		
Jack Paar Show, The	Wed 1:30	Jack Paar (Premiere)' Jack Paar (Premiere)
(Jack Paar)		
Jack Paar Show, The	Wed 2:00	Jack Paar (Premiere)' Jack Paar (Premiere)
(Jack Paar)		
Jack Paar Show, The	Wed 2:30	Jack Paar (Premiere)' Jack Paar (Premiere)
(Jack Paar)		
Jack Paar Show, The	Wed 3:00	Jack Paar (Premiere)' Jack Paar (Premiere)

FRIDAY JUNE 13 (Cont'd)

Chronoscope (William Bradford Huie)	CBS 11:00	Hawaii And The Statehood Bill - with Joseph R. Farrington (Cong. Delegate from Hawaii), J.H.R. Cromwell (Former Ambassador to Canada)

SATURDAY JUNE 14

The Big Top	CBS 12am	Maurice Colleano & Co. (acro), Ruby & Tony (aerial. Woody & Lorraine (skat-acro), Jackie (acro), The Kirk Adams' Dogs & Ed Steinmetz, Co. of Trampoline Artists
Mr. I. Magination (Paul Tripp)	CBS 1pm	Donald Harris
All Star Revue (Paul Winchell)	NBC 8pm	Hedy Lamarr
Songs For Sale (Steve Allen)	CBS 9:30	Performing Guests: Earl Wrightson, Tommy Furtado, Dorothy Dandridge, Georgia Gibbs; Panel: Barry Gray, Bill Randall(disc jockey), Kay Armen(S), Danny Benjamin & George Weiss (songwriters)
Sat Nt Dance Party (Jerry Lester)	NBC 9:30	Stan Kenton & Orch.

SUNDAY JUNE 15

Hats In The Ring	NBC 2pm	Sen. Estes Kefauver (FROM WASH)
Fearless Fosdick(flm)	NBC 4pm	The Haunted House - by Al Capp, adapt by Everett Crosby; with John Griggs, Gilbert Mack, Jean Carson
The Greatest Story (Don MacLaughlin)	CBS 4pm	The Widow's Mite - by Henry Denker; with Kermit Murdock, Vera Allen, Ted Osborne, Warren Parker
Hllmk Hall Of Fame (Sarah Churchill)	NBC 4:30	Mr. & Mrs. Freedom - by Bob Pollack; with Alfreda Wallace, Bill Darrid, Moultrie Patten, John McGovern, Howard Weirum, Jason Johnson, Eugene Steiner,Lou Polan
Lamp Unto My Feet (Dr. Lyman Bryson)	CBS 5pm	Leonidas Feodorov - with Arnold Moss, Guy Sorel, Arnold Robertson, Chris Gampel, Charles Marma; Communism vs. Religion - with Rev. Edmund A. Walsh, S.J.
Chamber Music Society	NBC 5:30	Martha Lou Harp (S), Henry "Hot Lips" Levine, Dr. Orson Bean, The Barefoot Symphony, Illinois Jacquet (M)
Royal Showcase (Jack Carson)	NBC 7pm	John Raitt
This Is Show Bus. (Clifton Fadiman)	CBS 7:30	Connie Russell (S), Joey Bishop (C), Lou Wills,Jr (D)
Horizons	ABC 7:30	The Future Of The Family - with Dr. Margaret Mead
Toast Of The Town (Ed Sullivan)	CBS 8pm	The Richard Rodgers Story - with Vivienne Segal (S), Jane Froman (S), Nanci Crompton (D)
Philco Playhouse	NBC 9pm	Flight Into Darkness - by David Shaw; with Alfred Ryder, Gusti Huber, Robert Pastene, Olga Fabian, David Opatoshu, Michael Gorrin, Martin Newman
Celebrity Time (Conrad Nagel)	CBS 10pm	Martha Wright (S), Ray Middleton (S), Betty Ann Grove & Partner, Joan Mann & Co. (D), Whittemore & Lowe (M) Otto Harbach (composer)
American Forum (Theodore Granik)	NBC 10:30	Domestic And Foreign Policy - with Sen. Estes Kefauver, Sen. Robert A. Taft

JUNE 15-21, 1952

VOL. 4 NO. 1 SUPPLEMENT C

NEWS ED: David B. Graham
TALENT ED: Alvin Sullum

Ross Reports

ON TELEVISION

PROGRAMS • PERSONALITIES

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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(15)

NBC(Ch4) - 4-4:30pm; DEBUT; Fearless Fosdick; from WNBT(ON FILM) to the net; Sustaining; Pkgr-Prod - Louis G. Cowan in assn with Alfred L. Hollender; Film Prod - Charles Guggenheim; Dir - Mary Chase; Writer - Everett Crosby; Film Ed - Andrews Bellenot; Art Dir - Thomas Coreltt; Camera - Drummond Drury; new marionette show was to have premiered June 1; marionettes are based on characters created by Al Capp, manipulated by Frank Sullivan, Sylvia Meredith and Donald Sommers; voices are by John Griggs, Jean Carson and Gilbert Mack.

5:30-6pm; HIGHLIGHT; The Chamber Music Society of Lower Basin St; from WNBT to the net; Sustaining; Pkgr - Moe Gale; Prod - Robert K. Adams, Gale; Dir - John Goetz NBC; Writer - Welbourn Kelley; Arthur Treacher will be guest commentator, introduced by Professor Orson Bean, mentor of the Society's educational program; Maestro Henry "Hot Lips" Levine and the Barefoot Symphony will appear, together with guest instrumentalist Ross Gorman, dancers Milton Kanen and Gene Myers and Miss Martha Lou Harp, the Georgia Nightingale.

8-9pm; LAST SHOW; Colgate Comedy Hour - Bob Hope; from KNBH(Hwood) to 39 sta plus 16 kine; Sponsor - Colgate-Palmolive-Peet(Ajax & Halo thru Sherman & Marquette) and (Colgate Dental Cream & Palmolive Soap thru Ted Bates); Superv - Sam Fuller NBC; program will return in the fall, with The Big Payoff set as summer replacement.

Mon(16)

CBS(Ch2) - 9-9:30pm; DEBUT; My Little Margie; from WCBS-TV(ON FILM) to 26 sta & 36 spots; Sponsor - Philip Morris thru Biow; Film Prod - Roland Reed(Hwood); Prod - Hal Roach; Dir - Hal Yates; Asst Dir - Dick Moder; Prod Mgr - Dick L'Estrange; Camera - Walter Strenge; new situation comedy series stars Gale Storm and Charles Farrell, with Hillary Brooke, Don Hayden and Clarence Kolb; Writers - Frank Fox & George Carleton Brown.

Tue(17)

CBS(Ch2) - 8-9pm; DEBUT; Feature Films; from WCBS-TV(ON FILM) to the net; first of feature films will be "The Knockout", produced by Monogram Pictures.

DuM(Ch5) - 9-9:30pm; LAST SHOW; Battle of the Ages; from WABD to the net; Sponsor - Serutan & Geritol thru Franklin Bruck; Pkgr - Norman Livingston for ATV Films; show debuted Jan 1, 1952.

NBC(Ch4) - 8-9pm; NEW TIME; Midwestern Hayride; from WLW-T(Cincinnati) to the net; Sustaining; Prod-Dir - Charles Vaughan; Bill Thall MC's rural variety show; moves into Texaco Star Theater time slot for summer.

Wed(18)

ABC(Ch7) - 10-11pm; RETURN; Wrestling from Rainbo; from WENR-TV(Chi) to the net; Sponsor - Co-op; will be seen in the Pulitzer Playhouse time slot, returning for third season from Rainbo Arena in Chicago.

NBC(Ch4) - 8-8:30pm; NEW TIME; Youth Wants to Know; from WNBW(Wash) to the net; Sustaining; Presented by NBC & The American Legion; Pkgr - Theodore Granik; formerly seen Sat 5-5:25pm.

8:30-9pm; RETURN; Juvenile Jury; from WNBT to the net; Sustaining; Pkgr-Prod - Barry-Enright; Dir - Craig Allen NBC; Jack Barry MC's children's panel show; had been sponsored until March 9 by Minnesota Mining("Scotch" tape).

10-10:30pm; HIGHLIGHT; Here's to Your Health; from WNBT to the net; Sustaining; Superv - Dr. Lester L. Coleman, NY County Medical Soc; Prod - Craig Allen NBC; Dir - Don Hillman NBC; Writer - Lewis Baer & Budd Fishel; Billy Gilbert will appear in this 6th & final program of the season devoted to health information; allergies, what they are and what produces them, will be discussed.

Thu(19)

CBS(Ch2) - 3:30-4pm; NEW TIME; Mel Torme Show; from WCBS-TV to the net; Sustaining; Prod - Bob Bach; Dir - Lloyd Gross; program had been seen recent months Tuesday only, will now be seen twice a week.

10:30-11pm; DEBUT; I've Got a Secret; from WCBS-TV to 18 sta plus 30 kine; Sponsor - Carter(Arrid) thru SSC&B and Toni(Cream Rinse) thru Tatham-Laird, alternate weeks; Pkgr-Prod - Goodson-Todman; Dir - Frank Satenstein CBS; Prod Coord - Alan Sherman & Howard Merrill; Garry Moore MC's new panel show on which panelists try to guess secret of studio contestants; panel includes Louise Albritton, Laura Z. Hobson, Melville Cooper and Walter Kiernan.

Fri(20)

NBC(Ch4) - 8-8:30pm; DEBUT; Curtain Call; from WNBT to 27 sta plus 24 kine; Sponsor - RCA Victor thru J. Walter Thompson; Pkgr-Prod - Worthington (Tony) Miner; Dir - Kirk Browning(1st show) & others; Writers-original TV treatments by Michael Dyne and Mildred Cram, with adaptations by Miner, and Elizabeth Hart, Norman Lessing, Tom McMorrow and Howard Merrill; program will present provocative dramatic incidents based on best modern and classical stories.

Sat(21)

ABC(Ch7) - 11:30-11:45am; DEBUT; Pud's Prize Party; from WFIL-TV(Phila) to 5 sta plus 4 kine; Sponsor - Frank H. Fleer(Dubble Bubble Gum) thru Lewis & Gilman(Phila); Pkgr-Prod - John Reed King; Tod Russell will MC new children's program, each week presenting a different panel of children, with the most talented receiving an award.

NBC(Ch4) - 7:30-8pm; LAST SHOW; One Man's Family; from WNBT to 31 sta plus 32 kine; Sponsor - Alka-Seltzer thru Geoffrey Wade(Chicago) and SweetHeart Soap thru Scheideler, Beck & Werner, alternate weeks; Pkgr-Exec Prod - Carleton E. Morse; family comedy features Bert Lytell & Marjorie Gateson; returns September 6, with Alka-Seltzer remaining as alternate week sponsor; SweetHeart Soap drops at this time.

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THIS WEEK(Cont'd)

Sat(21)

NBC(Ch4) - 11pmSat-1:30pmSun(WNBT 12:30amSun-10:30am & 12:15-1:30pm) - HIGHLIGHT; Bob Hope's Marathon for America's Olympic Team; from KNBH(Hwood) to the net; Bob Hope will attempt to raise $850,000 to send American athletes to the Olympic games in Helsinki; Bing Crosby will make his TV debut as one of many guest stars.

LAST WEEK'S NETWORK CHANGES

CBS - Songs For Sale; NEW TIME June 14; Sat 8-9pm; from WCBS-TV to the net; Sustaining; program had been seen from 9:30-11pm;

Film Feature; DEBUT June 14; Sat 9-10pm; from WCBS-TV(ON FILM) to the net; Sustaining; first film in new series was "The Bicycle Thief."

DuM - Meet the Boss; DEBUT June 10; Tue 10:30-11pm; from WABD to the net; Sustaining; Prod-Dir - David Lowe; Writer - Howard Merrill; Bill Cunningham, columnist of the Boston Herald-Traveler, MC's new program designed to find out what goes on in the minds of leaders in many fields of work.

NEWLY ANNOUNCED NETWORK FUTURES

July 14 - Masquerade Party; NBC-TV alt Mon 8-8:30pm; from WNBT to the net; Sponsor - Speidel thru Sullivan, Stauffer, Colwell & Bayles; Pkgr - Wolf Associates; Prod - Herbert Wolf; Asst Prod - Alan Gilbert; Dir - Craig Allen NBC; Bud Collyer will MC panel show on which celebrity guests will appear in costume disguises; panelists will be Peter Donald, Ilka Chase, John S. Young and Madge Evans.

SPONSOR ACTIVITY

FRIGIDAIRE thru Foote, Cone & Belding has purchased two quarter-hours weekly of the Arthur Godfrey Time simulcasts(CBS & CBS-TV Tu & Th 10-10:15am) effective June 10.

BILLY GRAHAM EVANGELISTIC ASNN thru Walter F. Bennett(Chi) has renewed Hour of Decision(ABC-TV Sun 10-10:30pm) for 52 weeks effective July 6.

AMERICAN CHICLE(Clorets Chewing Gum) thru Dancer-Fitzgerald-Sample) will sponsor A Date With Judy on ABC-TV Thursdays at 8-8:30pm effective July 10 on 57 stations.

CANADA DRY GINGERALE thru J.M. Mathes has renewed its half-hour sponsorship of Super Circus(ABC-TV Sun 5-6pm) effective July 13.

LEVER BROS(Chlorodent Toothpaste) thru J. Walter Thompson will sponsor a musical program starring Patti Page starting July 1 on CBS-TV Tue & Thu 7:45-8pm.

REYNOLDS METALS thru Russel Seeds has purchased the Eddie Mayehoff Show on NBC-TV for Fall debut. Show will be seen in the 7:30-8pm time slot. Buchanan Agency handles Reynolds, and will retain the account; sponsor is working thru Seeds because that agency secured the time slot in the Red Skelton time move.

LINCOLN-MERCURY thru Kenyon & Eckhardt has renewed Toast of the Town(CBS-TV Sun 8-9pm) for another season.

VITAMIN CO OF AMERICA thru Duane Jones will sponsor The Goldbergs on alternate weeks in the Fall on NBC-TV when the program returns to a half-hour format.

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LINEFEED-REVERSE then perform a backspace and leaves the cursor on the page(CRT-VT-100 or

page where cursor is the line stays in the [illegible] FORM FEED mode.
Also [illegible] the field [illegible] to the [illegible] FORM FEED mode.

ESCAPE KEYPAD(VT-100 or VT-52 in [illegible]) [illegible] ESCAPE [illegible] pur-
[illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]

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[illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]

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SPONSOR ACTIVITY(Cont'd)

BUDWEISER thru D'Arcy has cancelled its option on the Saturday night 8-9pm time slot on CBS-TV; last Ken Murray Show was June 7.

KELLOGG'S thru Kenyon & Eckhardt has renewed its participating sponsorship of All Star Revue(NBC-TV Sat 8-9pm), with the show remaining on during the summer with a lower budget. PET MILK thru Gardner also remains and HAZEL BISHOP thru Raymond Spector has taken over the SNOW CROP(Maxon) portion of the show for the three weeks remaining in the current cycle.

PEPSI COLA thru Biow has purchased Short Story Theater, a TV film series produced by MCA's Revue Productions for Tuesday & Thursday showings on NBC-TV 7:15-7:30pm, beginning in late Summer or early Fall.

NYC LOCAL STATION ACTIVITY

WJZ-TV - Bob Reed Show; DEBUT June 16; Mon thru Fri 3-3:30pm; Sustaining; Prod - Bob Reed; Dir - Roger Shope WJZ-TV; Bob Reed, a radio director, will star in a daily informal musical program; he is a singer, pianist & composer.

Good Looks and Good Living; DEBUT June 18; Wed 1-1:30pm; Sustaining; Pkgr - Milton E. Stanson & Vernon Becker(Milverne) in assn with WJZ-TV; Dir - William Beal WJZ-TV; Elizabeth Rae-Lamont will conduct program designed to answer the personal questions of the housewife; a rotating panel of experts will appear.

NEWS DIGEST

FOUR TV APPLICANTS BUY UHF TRANSMITTERS - Four stations, awaiting channel grants from the FCC have purchased 5-kw UHF transmitters from the Allen B. DuMont Laboratories. Stations purchasing the equipment, which is slated for 1953 delivery, were SXOY and WDZ in Decatur, Illinois, WHIZ in Zanesville, Ohio and KCOK, Tulare, California. The new transmitter equipment employs the Eimac Klystron power tube.

NEW MEXICAN STATION PLANNED - Radio Daily reports the announcement of a new Mexican TV station, to be located across the border from Laredo, Texas. Rafael T. Carranza, station owner and stockholder of the building company, expects the station to be operating by the end of 1952 or mid-1953, with Channel No. 2 assigned the new outlet. The same group, Televicentro, headed by Don Emilio Azcarraga, will establish a station in Monterrey.

MULTIPULSE PROGRAMS, BY TYPES, FOR MAY 1-7 - The average ratings of TV programs, by types, taken from the Multi-Market Telepulse of May 1-7, 1952, are:

	# ¼ Hrs	Avg.Rtg.		# ¼ Hrs.	Avg.Rtg.
Drama & Mysteries	88	16.4	Talent	19	16.3
Quiz-Aud Partic	74	9.9	Religion	12	3.5
Kid Shows	62	10.1	Wrestling	12	9.8
News	62	5.2	Boxing	10	20.7
Musical Variety	58	8.1	Educational	8	4.9
Daytime Variety	53	9.0	Westerns	8	15.6
Comedy Variety	49	25.3	Film Shorts	6	2.4
Forums, Discussion	39	3.8	Music	6	6.1
Interviews	39	6.1	Feature Films	4	2.1
Comedy Situations	26	19.2	Kentucky Derby	4	20.2
Serial Stories	25	6.7	Political	4	4.9
Homemaking Service	20	3.2	Miscellaneous	8	10.2

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CBS-TV ANNOUNCES NEW MAXIMUM STATION-HOUR DISCOUNT - Fred M. Thrower, CBS-TV Vice President in Charge of Network Sales, announced a larger maximum station-hour weekly discount last week. The new rate structure provides a maximum weekly discount of 15%, compared to the former 10%. The new table starts discounts of 2½% for over 5 station-hours, with the top discount of 15% allowable on 90 or more station-hours weekly.

ARB RATING FOR MAY HAS "LUCY" IN 11 MILLION HOMES - The American Research Bureau television rating list for viewing from May 1-7 lists I Love Lucy on top of the list with a rating of 65.3 and being seen in more than eleven million homes:

	Rating
I Love Lucy	65.3
Talent Scouts	62.6
You Bet Your Life	52.4
Godfrey & Friends	51.4
Blue Ribbon Fights	49.1
Red Skelton	47.3
My Friend Irma	43.6
Your Show of Shows	43.2
What's My Line?	41.5
Texaco Star Thtr	40.8

	# Homes(000)
I Love Lucy	11,160
You Bet Your Life	8,010
Godfrey & Friends	7,770
Red Skelton	7,750
Your Show of Shows	7,750
Blue Ribbon Fights	7,610
Texaco Star Thtr	7,590
Talent Scouts	6,800
Robt Montgomery	6,630
Fireside Theater	6,610

PERSONNEL ITEMS: Michael Mead, assistant casting director for CBS Television, has resigned to head the Casting Department of Marion Parsonnet Productions in NYC. Mead was formerly affiliated with 20th Century-Fox. Miss Pat Martin, a member of the department and formerly associated with the Marjorie Morrow office, has been promoted to Mead's position at CBS and will handle the "Studio One" casting for the network.....Wilfred S. Roberts, formerly of Pedlar & Ryan, has joined the TV staff of Benton & Bowles in New York.....Herbert Horton and James Ennis, television producers, are among the personnel switching from Geyer, Newell & Ganger to Lennen & Newell.....Sidney S. Alexander has been appointed to the newly created post of Economic Adviser at CBS. Recently, he served as Acting Chief of the Finance Division of the Research Department, International Monetary Fund. .....Florence Katz, formerly with Leland K. Howe Associates, has joined the staff of the Emil Mogul Company as assistant radio & TV time buyer.....Edward R. Eadeh has been appointed manager of DuMont's research department.....Richard Ash has joined McGraw Associates, radio & TV program producers, as a co-partner in charge of sales. He was formerly with Getschal & Richard and Blaine Thompson.....Willoughby Walsh has been appointed Purchasing Agent for the DuMont Television Network.

FILM DIGEST

COLUMBIA PICTURES TO PRODUCE TV SERIES FOR FORD - Ford Motors, thru the J. Walter Thompson agency, singed with Columbia Pictures last week for the production of 39 half-hour films for television. Although Columbia's subsidiary, Screen Gems, has been active in TV film production, this is the first time a major studio has negotiated directly with a sponsor for a specific product. Jules Bricken will produce the series for Screen Gems. To be known as the Ford Theater, the series will use adaptations of plays, novels and original stories, with top-name stars utilized. The program will be seen in the current Ford Festival time slot on NBC-TV(Thursdays, 9:30-10pm) beginning October 2.

NEWS DIGEST(Cont'd)

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Godfrey & Friends	51.4	Red Skelton	7,750
Blue Ribbon Fights	49.1	Your Show of Shows	7,750
Red Skelton	47.5	Blue Ribbon Fights	7,610
My Friend Irma	45.6	Texaco Star Thtr	7,590
Your Show of Shows	45.2	Talent Scouts	6,800
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FILM DIGEST

UNITED-WORLD STARTS "FIGHTING MAN" SERIES - Universal-International's subsidiary, United World Films, began production on its first TV film series last week. Entitled Fighting Man, the 13 half-hour films co-star Mort Thompson and Cliff Clark. Malcolm Stuart Boylan is production supervisor, with George Clair directing.

DENMARK BUYS SNADER PRODUCT - Negotiations were concluded last week by Louis Snader, whereby films from the Snader Telescriptions Library will be released to Jens Fr. Lawaetz, head of Denmark's government-owned station in Copenhagen. The contract is for one year.

STERLING FILMS OBTAINS TV RIGHTS TO "THE TITAN" - Sterling Television has obtained exclusive TV rights for Robert Flaherty's 1951 Academy Award winner, "The Titan," from the Michelangelo Company. The life story of Michelangelo was produced by Flaherty in association with Ralph Alswang with Robert Snyder.

FAIRBANKS NOW HEADS OWN SALES DEPARTMENT - Jerry Fairbanks has taken over the sales department of his film production firm following the resignation of Ralph Cattell, VP in charge of Sales, because of ill health. The proposed new plan calls for Fairbanks to handle national sales while branch offices in New York, Chicago, Cleveland, Atlanta and Hollywood will concentrate on local and regional sales.

"KING CALICO" TO BE FILMED IN COLOR - A highly-rated local Chicago children's puppet program, King Calico, will be put on film and sold on a syndicated basis throughout the country. A CNC Productions feature, the program will be filmed in color by Galbreath Pictures of Fort Wayne, Indiana, and will be ready on a five-a-week basis by August. Jack Brown, representing CNC, and Galbreath, will handle the sales.

COMMERCIALS PRODUCTION

HARTLEY PRODUCTIONS(NY) - 2 (60") & 2 (20") completed for U.S. Air Force thru Grant Advertising for Nat'l Spot; LA with DR, LS & VO.

3 (60") for Camay, Dreft & Oxydol thru Pedlar & Ryan for Nat'l Spot; LA with VO.

3 (90") completed for Phillies Cigars thru Ellington for Nat'l Spot; LA with LS.

TRANSFILM(New York) - 2 (60") completed for Pall Mall Cigarettes thru Film Counsellors for Nat'l Spot; LA with VO.

VIDICAM(New York) - 13 (30" & 60") completed for General Foods(Swansdown) thru Young & Rubicam for Network Program; LA with VO.

1 (60") & 1 (20") completed for General Foods(Angel Food) thru Young & Rubicam for Nat'l Spot; SA & LA with DR & VO.

CODE: FA - Full Anima; SA - Semi-Anima; SM - Stop Motion; LA - Live Action; LS - Lip Synch; VO - Voice Over; M - Music; DR - Direct Recording

FILM BRIEFS

UNITED-WORLD STARTS "FIGHTING MAN" SERIES - Universal-International's subsidiary, United World Films, began production on its first TV film series last week. Untitled Fighting Man, the 13 half-hour films co-star Mort Thompson and Cliff Clark. Malcolm Stuart Boylan is production supervisor, with George Blair directing.

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CODE: FA - Full Animation; SA - Semi-Animation; SM - Stop Motion; LA - Live Action; LS - Lip Synch; VO - Voice Over; M - Music; DR - Direct Recording

PROGRAM	NET TIME	GUESTS
	(S - Singer; D - Dancer; C - Comic; M - Musician)	

****Most of the shows on June 13-14-15 were listed in last week's issue. The rest are included here for the record.

FRIDAY JUNE 13

Tommy Henrich	WJZ 7:15	Paddy DeMarco (boxer)
Twenty Questions (Bill Slater)	DuM 8pm	Barbara Britton
The Hot Seat (Stuart Scheftel)	ABC 8pm	add Mrs. Dorothy Schiff (publisher)
Front Page Detective (Edmund Lowe)	DuM 9:30	The Invisible Hand - with Lumsden Hare, William Vedder, Peter Brocco, Joan Winfield
Presidential Timber (Robert Trout)	CBS 10:30	Sen. Robert A. Taft (FROM WASH)

SATURDAY JUNE 14

It's Worth Knowing (Edward Stasheff)	CBS 5pm	Oscar R. Ewing (Fed. Sec. Admin.), Hubert Armstrong, Howard Morrison, Frank Wassung (educators)
Youth Wants To Know (Theodore Granik)	NBC 5pm	Sen. Robert Kerr (FROM WASH)
Sat Nt Dance Party (Jerry Lester)	NBC 9:30	add Peiro Brothers (jugglers), Barbara Carroll Trio(M)

SUNDAY JUNE 15

Meet The Press (Martha Rountree)	NBC 4pm	Sen. Wayne Morse
Chamber Music Society	NBC 5:30	kill: Illinois Jacquet; add: Sandra Lee (D), Arthur Treacher, Ross Gorman (M), Milton Kanen & Gene Myers (D); Dir: John Goetz
Man Of The Week (Walter Cronkite)	CBS 6pm	Sen. Robert Taft; Warren Francis, Ruth Montgomery, James L. McConaughy (reporters) (FROM WASH)
Amer Town Meeting (John Daly)	ABC 6:30	How Do We Fare In The Cold War? - with Norman Thomas, James A.Michener (author), Garland E. Thompson (Amer. Friends Of Middle East), Frank B. Gilney (editor)
Georgetown U. Forum	DuM 7pm	Insuring A Democratic Future For Korea - with Dr. Yon Chan Yang, Dr. Roland DeMarco
This Is Show Bus (Clifton Fadiman)	CBS 7:30	add Panelist Betty Furness
Curicsity Shop (Dave Elman)	WOR 8pm	Chin Wan (D)
Colgate Comedy Hour (Bob Hope)	NBC 8pm	Paul Douglas, Randy Merriman, Bess Myerson, Les Brown & Orch., June Hutton (S), Johnny Mack (D),Neilsen Twns
Toast Of The Town (Ed Sullivan)	CBS 8pm	kill: Nanci Crompton (D); add Lisa Kirk (S), William Gaxton, Cindy Lord (S), Bill Lawrence (S), Helen Gallagher & Harold Lang (D), Dick Hayes (S),Sinclair&Spaulding(D)
Rocky King	DuM 9pm	Murder On The Doorstep - by K. R. Keeton; with Constance Moorehead, William McGraw, Joel Ashley, Anna Harrison

PROGRAM	NEW TIME (1 - Sunrise; 2 - Morning; 3 - Afternoon; 4 - Evening; 5 - Daytime; 6 - Nighttime)	CHANGE
(Sept 30-Oct 5, 1979)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(Sept 24-Oct 1, 1979)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(Sept 17-Oct 1, 1979)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(Sept 10-Sept 17, 1979)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(Sept 3-Sept 10, 1979)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(Aug 27-Sept 3, 1979)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(Aug 20-Aug 27, 1979)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(Aug 13-Aug 20, 1979)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(Aug 6-Aug 13, 1979)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(July 30-Aug 6, 1979)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(July 23-July 30, 1979)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(July 16-July 23, 1979)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(July 9-July 16, 1979)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(July 2-July 9, 1979)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(June 25-July 2, 1979)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(June 18-June 25, 1979)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(June 11-June 18, 1979)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(June 4-June 11, 1979)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(May 28-June 4, 1979)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(May 21-May 28, 1979)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(May 14-May 21, 1979)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(May 7-May 14, 1979)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(Apr 30-May 7, 1979)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(Apr 23-Apr 30, 1979)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
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Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(Apr 2-Apr 9, 1979)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(Mar 26-Apr 2, 1979)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(Mar 19-Mar 26, 1979)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(Mar 12-Mar 19, 1979)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(Mar 5-Mar 12, 1979)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(Feb 26-Mar 5, 1979)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(Feb 19-Feb 26, 1979)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(Feb 12-Feb 19, 1979)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(Feb 5-Feb 12, 1979)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(Jan 29-Feb 5, 1979)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(Jan 22-Jan 29, 1979)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(Jan 15-Jan 22, 1979)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(Jan 8-Jan 15, 1979)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(Jan 1-Jan 8, 1979)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(Dec 25-Jan 1, 1979)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(Dec 18-Dec 25, 1978)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(Dec 11-Dec 18, 1978)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(Dec 4-Dec 11, 1978)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(Nov 27-Dec 4, 1978)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(Nov 20-Nov 27, 1978)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(Nov 13-Nov 20, 1978)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(Nov 6-Nov 13, 1978)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(Oct 30-Nov 6, 1978)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(Oct 23-Oct 30, 1978)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(Oct 16-Oct 23, 1978)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(Oct 9-Oct 16, 1978)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)
(Oct 2-Oct 9, 1978)		
EVENING TIME IS		
Hill Street Blues (NBC)	10:00 pm	Now Monday's (NBC Movie)
Lou Grant (CBS)	10:00 pm	Now Monday's (CBS Movie)
(Sept 25-Oct 2, 1978)		
EVENING TIME IS		
Tales of the Unexpected (NBC)	8:00 pm	Now Tuesday's (NBC Movie)
Lou Grant (CBS)	8:00 pm	Now Tuesday's (CBS Movie)

SUNDAY JUNE 15 (Cont'd)

Plainclothesman (Ken Lynch)	DuM 9:30	The Avenging Harpooon - Ken Konopka, Melba Rae, Allen Stevenson, Ralph Stantley, Patricia Hall

MONDAY JUNE 16

Kathi Norris	DuM 11am	Irving Farber (food importer), W.D.Griffith(Brd of Trd)
Strike It Rich (Warren Hull)	CBS 11:30	Marilyn Ross (S)
It's A Problem (Ben Grauer)	NBC 11:30	What Gives Children Prejudice? - with Lillian Smith (author), Mrs. Anna Hedgeman (Fed. Sec. Assoc.)
Herb Sheldon	NBC 1pm	Jan Peerce (S)
Garry Moore	CBS 1:30	Rudy Vallee
Broadway Matinee (Ethel Colby)	DuM 1:30	Jerome Thor, Sydna Scott (husband & wife acting team)
Barbara Welles	WOR 2:45	Dean Arno (Columbia School of Architecture)
Nancy Craig	ABC 3:30	Dr. David Scanlon (educator), Kathleen Robinson(editor)
Margaret Arlen	CBS 4pm	James Ramsay Ullman (athor)
Matinee In New York (Goodwin & Chandler)	NBC 4pm	Betty Blossom (garden editor), Irving Fields Trio (M)
Magic Cottage (Pat Meikle)	DuM 6pm	Digyew Plow's Furrowed Brow - with Bernard Kates, Stewart Bradley
New York Close-Up (Jinx Falkenburg)	NBC 6:30	Faye Emerson, Skitch Henderson
Broadway TV Theater	WOR 7:30	The Barker - by Kenyon Nicholson; with Sidney Blackmer, Virginia Gilmore, Grace Valentine, Jack Diamond, Gloria McGhee; Dir: Charles K. Freeman
H'wood Screen Test (Neil Hamilton)	ABC 7:30	Luis Van Rooten in The Cup Of Hemlock - with Ricki Rein, Donald McClelland
Lux Theater	CBS 8pm	Gilia - by Hamilton Benz; with Leueen MacGrath, Edward Binns, Ernest Graves, Isobel Elsom; Dir: Fielder Cook
Voice Of Firestone (Howard Barlow)	NBC 8:30	Brian Sullivan
Lights Out (Frank Gallop)	NBC 9pm	Nightmare - by Joe Bates Smith; with Joe Mantell,Perry Wilson, Mary Alice Moore, Rod Steiger,Frank Campanella
Robert Montgomery	NBC 9:30	Of Lena Geyer - by Marcia Davenport; adapt by Theodore & Mathilde Ferro; with Mimi Benzell, Anthony Dawson, Cameron Prud'homme, Carl Frank, Michael Evans, Dorothy Elder,Walter Kohler, Hans von Twardarski, Nina Hansen; Orchestra conducted by Alfredo Antonini; Dir: Norman Felton
Studio One	CBS 10pm	International Incident - by S. B. Hough; with Lloyd Bridges, Victor Jory, Patricia Wheel, Reinhold Schunzel, Howard St. John, Scott Forbes, Hildy Parks, Paula Bauersmith, Dehl Berti, Leonard Yorr; Dir: Frank Schaffner
Who Said That? (Walter Kiernan)	NBC 10:30	Earl Wilson, Nancy Guild, Morey Amsterdam (NET EXCEPT WNBT)
Chronoscope (William Bradford Huie)	CBS 11:00	Robert R. Young (Railway Co. Chairman) on Federal Mediation And The Railroads

		MONDAY TIME IS
(KEN LUCAS) STANDPOINT	DAN 9:30	The Vanishing Family - Ken Kuecker, Notre Dame, Allen County Department of Public Welfare
		TUESDAY TIME IS (CONT'D)
(BEN GRAVES) IT'S A PROBLEM	NBC 11:30	Dave Grave Christian Fellowship - with Phillips Series (Lent and Easter)
(WALTER HULL) CALLING AT SIXTH	CBS 11:30	Morning Home (S)
Kathy Mullis	DAN 11:45	Health Helper (Food Inspector) W.D.Cunningham(Dept of Ag)
		WEDNESDAY TIME IS
(KEN LUCAS) STANDPOINT	DAN 9:30	The Vanishing Family - Ken Kuecker, Notre Dam, Allen Department Public Welfare, Lucas Antenna Field
(LEE MOLLER) MUSIC CORNER	DAN 9:45	Dixon Star,s Informed Ear - with Rosalind Kopse, Sue-
(GEORGE F GRENNION) Artists in New York	NBC 9:45	Paul Brown (Sharon Spiegel), Trains Artists Info (M)
Melodies Valley	CBS 9:45	Queen Benson Allen (Organ)
Music Chats	NBC 10:30	Dr. Dean Robson (Education), Kathleen Robinson(Librn)
Charles Walker	NBC 10:45	Dean Wise (College School of Architecture)
(TERRY COMO) Discover Melodies	DAN 11:30	Welcome Tool, Edna Gowe (Wrapped & Mile Scottie Food)
Dolly Moore	CBS 11:30	Data Allen
Noon Edition	NBC 11:45	New Yorker (S)
(BEN GRAVES) It,s A Problem	NBC 11:30	Dave Graves Christian Fellowship - with Phillips Series (Lent and Easter)
(WALTER HULL) Calling 6 Sixth	CBS 11:30	Morning Home (S)
Kathy Mullis	DAN 11:45	Health Helper (Food Inspector) W.D.Cunningham(Dept of Ag)
		MONDAY TIME IS
(KEN LUCAS) Standpoint	DAN 9:30	The Vanishing Family - Ken Kuecker, Notre Dam, Allen Department Public Welfare, Lucas Antenna Field
		SUNDAY TIME IS (CONT'D)
(BOB GRAY) Gospel Time	CBS 11:30	Bob Gray (Bob Gray) Gospel Time
		SUNDAY TIME IS
(ALFRED HOCKING) Cathedral	CBS 11:30	Alfred Hocking (William Lo Conte) Cathedral Hour
		SUNDAY TIME IS (CONT'D)
(ALFRED HOCKING) Cathedral Hour	CBS 11:30	Alfred Hocking (William Lo Conte) Cathedral Hour
		SUNDAY TIME IS (CONT'D)
(JOHN LAWRENCE) Ask Your Congressman	NBC 9:30	Ask Congressman Lawrence Hechinger
(LEE MOLLER) Music Corner	DAN 9:45	Dixon Star,s Informed Ear - with Rosalind Kopse, Sue-
(GEORGE F GRENNION) Artists in New York	NBC 9:45	Paul Brown (Sharon Spiegel), Trains Artists Info (M)
Melodies Valley	CBS 9:45	Queen Benson Allen (Organ)
Music Chats	NBC 10:30	Dr. Dean Robson (Education), Kathleen Robinson(Librn)
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Dolly Moore	CBS 11:30	Data Allen
Noon Edition	NBC 11:45	New Yorker (S)
(BEN GRAVES) It,s A Problem	NBC 11:30	Dave Graves Christian Fellowship - with Phillips Series (Lent and Easter)
(WALTER HULL) Calling 6 Sixth	CBS 11:30	Morning Home (S)
Kathy Mullis	DAN 11:45	Health Helper (Food Inspector) W.D.Cunningham(Dept of Ag)

TUESDAY JUNE 17

Kathi Norris	DuM 11am	Mrs. Minnie Guggenheimer (Stadium Concerts), Ingrani Rehman (Miss India)
It's A Problem (Ben Grauer)	NBC 11:30	The Role Of Women In Politics - with Clare Booth Luce, Virginia Gildersleeve (Dean Emeritus, Barnard)
Herb Sheldon	NBC 1pm	Donald Duck
Garry Moore	CBS 1:30	Lt. Col Albert E. Milliken, Mickey Ross & Bernie West (C)
Barbara Welles	WOR 2:45	Hal Burrows (art director)
Nancy Craig	ABC 3:30	Lurelle Guild (window designer), North Callahan(author)
Margaret Arlen	CBS 4pm	Stuart Erwin
Matinee In New York	NBC 4pm	Bambi Linn & Rod Alexander (D)
City Hall (John Crosson)	WPIX 7:30	Not available at press time.
Stork Club (Sherman Billingsley)	CBS 7:45	Phil Silvers & Vivienne Segal receive Donaldson Award
On Trial (Harold M. Kennedy)	ABC 8pm	U.S. Foreign Policy: Is It Sound? Should The Republican Party Change It? - with W. Averell Harriman; Counsels Bernard M. Shanley, Fowler Hamilton
United-Or Not? (John MacVane)	ABC 8:30	Hugh Keenleyside (UN Tech. Assist. Admin.)
Keep Posted (Martha Rountree)	DuM 8:30	Is It Dangerous To Cut Our Air Force Appropriation? - with Thomas K. Finletter (AF Secy), Sen. Paul H.Douglas
City Hospital (Melville Ruick)	CBS 9pm	The Little Light - with Helen Shields, Mason Adams
Battle Of The Ages (John Reed King)	DuM 9pm	Vets: Capt. Shaw & Bobby, Harry Savoy; Youth: Bud & Cece Robinson, Marcia Van Dyke (S)
Fireside Theater(flm)	NBC 9pm	The Serpent's Tongue - by John Larkin; with Bob Page, Alix Talton, Louise Currie, Meg Randall, Linda Johnson Pamela Duncan, Bill Tannen
Suspense	CBS 9:30	The Phantom Of The Riviera - by Alvin Sapinsley; with Olive Deering, John Baragrey, Steven Hill, Joseph Anthony, Robert Middleton, Edith Gresham
Armstrong Theater	NBC 9:30	Situation Normal - by Frank O'Neill; with Philip Huston, Philip Truex, Maurice Burke, Kem Dibbs, Billy Penn, Bob Burland, Gene Gross, Woody Morgan, Maurice Wells, Sandy Campbell, Dwight Marfield, Nicholas Saunders, Robert Smith, Patricia Pearce, Jeanne Tate, Philip Kramer, Rolly Beck, Irving Winter Dir: Garry Simpson
Quick On The Draw (Robin Chandler)	DuM 9:30	Bill Goodwin, Sen. William Benton, Ted Brown (disc jockey)
Between The Lines (Lester L. Wolff)	WOR 7:30	Are Fair Trade Trade Laws Really Fair? - with Phillip Harris, H.Graham Morison, John Cawley, Craig Sheaffer
Danger	CBS 10pm	Death Among The Relics - by Paul Bauman (repeat of 9/4/51); with Joey Walsh, Edward Binns, Tom Gorman, Walter & Alice Hill
Bob Considine	NBC 10:45	Sen. Estes Kefauver

	MBC 10:00	Don' Darren Kaufman
		Matter & Mind Gill
		Dis\Dis! with good delay! Edward Elmer' Zom Golden'
	CBS 10:00	Death Wears the Matter - p? Lent Marmo (Lawyer) Ot
		Darren' Alexander Mitchell' Jonn Cheyne' Craig Stevens
	NBC 11:00	The Bob Hope Show (Jack Benny Hosts - with Guests
		Jocks)
	DAN 6:00	Gill Cooper' Sam Kitchen Barnes' Jay Brown (plus
		Dick-Gella Chorus
		Ole Barnes' Quinn Tono' Mitch Ellman' Scott Rock' Frank Atkins
		Campbell' Taylor Mitchell' Michael Bendzela' Jonna Cohen' Barb-
		Dorm' Sue Bulpaep' Jean Dash' Mark Kolman' Maurice Hall' Jonna
		Gleason' Mitch Ellman' Kathleen Barnes' Ann Brown' Gilla
	NBC 6:00	Simonton Jones - Pa Frank Cannell' Mike Mitch
		Jocks' Robert Hightower' Mitch Gleason
		Julie Harris' John Belushi' Gerald Hiss' Joseph Ma-
	CBS 6:00	The Lucille Ball Show - Pa Frank Cannell' Mike
		Barbara Barnes' Gill Lynne
		Alex Karras' Louise Sorin' Sue Kaufman' Frank Thomas
	NBC 8:00	The Golden Age Comedy - Pa Jack Benny' Mary Ann Mobley'
		Jack Benny' Mitzi Green (B)
	DAN 8:00	Adam Cadon' Sara Ramos' Donald Moffat' Ron Ma
	CBS 8:00	The Flying Nun - Alex Rocco' Marge Champion
	NBC 9:00	Hogan's Heroes (Bob Crane' Werner Klemperer'
		Sara Berner' Leslie Nielsen
	CBS 9:00	The Smothers Brothers Comedy Hour - Tim Matheson' Comed-
		Dave Madden' Mason Adams
	DAN 9:00	Ann Sothern (Ann Sothern' Jonathan Winters' Jack Albertson
		Kathleen Nolan' Jack Cassidy
	NBC 10:00	Ironside (Raymond Burr' Barbara Anderson' Don Galloway
	CBS 10:00	Mod Squad (Peggy Lipton' Michael Cole & Pamela Mason
	NBC 11:00	Dragnet 1970
		Anthony Christopher (John Gavin' Barbara
	NBC 11:30	The Bette Davis Hour - Alan Alda Donna Reed
		Women (Nina Foch
	DAN 11:00	Mod' Mimic Comedian (Rodney Dangerfield' Inger

WEDNESDAY JUNE 18

Strike It Rich (Warren Hull)	CBS 11:30	Oleg Cassini (designer)
It's A Problem (Ben Grauer)	NBC 11:30	Emotionally Disturbed Children - with Mrs. Ellen Reece (educator), Dr. Wilfred C. Hulse
Herb Sheldon	NBC 1pm	Howard Bay (set designer), Ann Crowley (S)
Garry Moore	CBS 1:30	Ivan Sanderson (scientist-explorer)
Mike And Buff	CBS 2:45	Adolph Zukor, Lila Lee, Nils Asther
Nancy Craig	ABC 3:30	Bambi Linn & Rod Alexander (D)
Margaret Arlen	CBS 4pm	Grace White (food expert)
Matinee In New York (Goodwin & Chandler)	NBC 4pm	Paul Killiam & old films, Vacation Wonderland - with Caroline Burke, Mary Gordon (travel adviser)
Perry Como	CBS 7:45	Jerry Murad Harmonicats
Youth Wants To Know (Theodore Granik)	NBC 8pm	Whittaker Chambers (WASH)
Ellery Queen (Lee Bowman)	ABC 9pm	Prize Catch - by Rafael Hayes; with Robert Simon, Pat Ferris, Frieda Altman, Perry Fiske, Crahan Denton
Strike It Rich (Warren Hull)	CBS 9pm	Bess Myerson
Kraft Theater	NBC 9pm	The Death Of Kid Slawson - by Hector Chevigny; with Jamie Smith, Duncan Baldwin, Walter Matthau, Dan Morgan, Leona Powers, Geoffrey Lumb, Olive Blakeney, Loretta Daye, Nell Harrison, Robert Herman; Dir: Harry Herman
Starring The Editors (Erwin D. Canham)	DuM 9:30	Tom Schroth, Lowell Limpus, August Heckscher (newsmen)
The Web	CBS 9:30	The Quiet Room - by A. J. Russell; with Anthony Ross, Thomas Chalmers, Audra Lindley, Royal Beal, Jimmie Sommers; Dir: Herb Hirschman
Here's To Your Health	NBC 10pm	Allergy - by Lewis Baer & Budd Fishel; with Billy Gilbert
The Unexpected(film) (Herbert Marshall)	NBC 10:30	False Colors - with Sheila Ryan, Robert Shayne
Chronoscope (William Bradford Huie)	CBS 11:00	Donald I. Rogers (editor), Gen. Albert C. Wedemeyer on Senator Taft's Campaign

THURSDAY

Kathi Norris	DuM 11am	Dr. I. H. Goldberger (Dir. of Health, Brd. of Educ.)
It's A Problem (Ben Grauer)	NBC 11:30	Jealousy In Marriage - with Dr. George Lawton (author), Mrs. Gladys Romanoff (guidance counselor)
Herb Sheldon	NBC 1pm	Dave Garroway, Capt. Harry Manning
Garry Moore	CBS 1:30	Kirkwood & Goodman (C)
Recipe For Happiness (Allen Prescott)	DuM 1:30	Guest not available at press time
Nancy Craig	ABC 3:30	Brett Howard (candle expert), Sydney & Mary Thompson (authors)
Margaret Arlen	CBS 4pm	Bambi Linn & Rod Alexander
Matinee In New York (Goodwin & Chandler)	NBC 4pm	The Gaudsmith Brothers & French poodles

Eloise Salutes	WPIX 5:15	Basil Rathbone (KINE SEEN ON WCBS-TV SUN JUNE 29,11:15)
New York Close-Up (Jinx Falkenburg)	NBC 6:30	Robert Cowles (Planetarium), June Carroll & Arthur Siegel (songwriters), Ronnie Graham (C)
Stork Club (Sherman Billingsley)	CBS 7:45	Martha Stewart
Hollywood Off-Beat (Melvyn Douglas)	WJZ 8pm	The Perfect Alibi - by Frederick Stephani, adapt by Rip Van Ronkel; with Cara Williams, Donald McKee, Ann Ives, Franklin Pulaski, Fred Irving Lewis; Dir: M.Parsonnet
T-Men In Action (Walter Greaza)	NBC 8:30	The Case Of The Fool-Proof Set-Up - by Jack Bentkover; with Henry Jones, Bibi Osterwald, George L. Smith, Kurt Katch, William Canfield, Rudy Bond
Chance Of A Lifetime (Dennis James)	ABC 8:30	Patricia Morison
Man Against Crime (Ralph Bellamy)	CBS 9pm	Gage Clarke, Salem Ludwig, Gerald Milton, John Heath, Connie Clausen
Gruen Playhouse(film)	DuM 9pm	Bird Of Prey - with Elisabeth Fraser, Patrick O'Neil
Big Town (film) (Pat McVey)	CBS 9:30	Tape Recorder - John Close, Dick Rich, Robert Sherman, Joan Vohs, Paul Dubov, Mickey Simpson, Dabbs Greer
Ford Festival (James Melton)	NBC 9:30	Billy Gilbert, Arlene Francis
Charlie Wild	DuM 10pm	The Case Of Jennifer - by Joe Liss; with Pearl Lang, Peggy Allenby, Humphrey Davis
Martin Kane (Lee Tracy)	NBC 10pm	Robert Keith, Jr., Beverly Roberts, Mercer McLeod, Ruth Saville, Calvin Thomas
I've Got A Secret (Garry Moore)	CBS 10:30	Panel: Louise Albritton, Laura Z. Hobson (author), Melville Cooper, Walter Kiernan
Author Meets Critics (Quentin Reynolds)	DuM 10:30	Spies, Dupes And Diplomats - by Ralph de Toledano; with James J. Burnham, Merle Miller (author)

FRIDAY JUNE 20

Strike It Rich (Warren Hull)	CBS 11:30	Jessica Dragonette (S)
It's A Problem (Ben Grauer)	NBC 1pm	Petty Stealing - with Dr. Rose Franzblau, Mrs. Molly Parks, Simon Silverman (psychologists)
Herb Sheldon	NBC 1pm	Fred Allen
Garry Moore	CBS 1:30	George Gobel (C)
Nancy Craig	ABC 3:30	Regina Wallace (acrress), Ralph de Toledano (author)
Margaret Arlen	CBS 4pm	Lenore Lonergan
Matinee In New York (Goodwin & Chandler)	NBC 4pm	Judy Lynn (S), Billy Reed (night club owner)
Twenty Questions (Bill Slater)	DuM 8pm	Robert A. Vogeler
Curtain Call	NBC 8pm	The Promise - by Mildred Cram; with Robert Preston, Carol Bruce, John Dooley, Lorraine Grover, Harry Townes, P.J. Kelly, Steve Holland, Tim Squiers, Carol Veazie, J. Douglas McLean; Dir: Kirk Browning

		1' DONETTA MITCHELL; DIR: KITT PERRYMAN
		P.T. KOTTA' SEVEN SOLDIERS' TIM SPINNLE' CHRIS VOSSIE'
		CHRIST BENCE' JOHN DOOLEY' LORRAINE CLOSSY' BETTY JONES
WILSON CHILL	MRC 9pm	THE FRONTIER - 1P MILTONS CREW; WITH MORGAN TAYLOR'
(HITT STAGE)		
ANDY SHERIDAN	DRM 8pm	GEORGE A. FORSTER
(COUNTRY & CHRISTIAN)		
SOUTHERN IN NEW YORK	MRC 9pm	SINGA FAMS (S)' DITTA BEEN (MIGHT SING SONGS)
SPIRITUAL FILMS	CBC 8pm	PEOPLE TOGETHER
BOOK CHATS	VAC 3:30	MARION MATTESON (SCHOOL)' RALPH DE LOTHARIO (SUPPER)
TALK HOUR	CBS 3:30	CHARLES COBURT (S)
STAR SPOTLIGHT	MRC 10pm	BRAD MILLER
(BOX OFFICE)		
1,2,3 A PROBLEM	MRC 7pm	BERNA BROSTLINE - WITH DR. ROSE MARCHIPLAN' MIKE' DOTTA
		PETER' SUSAN BITTAKERN (BACKGROUNDING)
(STATION BOXX)		
STATION 1+ BRCH	CBS 11:30	GEORGE DAMBOURGES (S)
		INSIDE TOWN SO
(MUSIC HERITAGE)		WITH TONEN 1' BOOKMAN' MARTE MILLER (SINGER)
SUPER MOVIE CLASSICS	DRM 10:30	SUPER' DUPER MOVIE DIRECTOR - 1P RALPH DE LOTHARIO!
(COMMUNITY)		MARGIE COOPER' ARTHUR BLANCHE
TAG DOC & SECRET	CBS 10:30	HERBERT DUNLOP ALBERTSON' DAVID C. HOPSON (SINGER)'
(TAG TIME)		RUTH CRAWLEY' CHARLES COLLINS
MARTIN KEMP	MRC 10pm	BONNIE KEMP' THE' BEAUTY SONGS' MARTIN MCLEOD'
		DONNA ALLEN' HONEYMOON INVITE
MARTIN KEMP	DRM 10pm	THE CASE OF TERMITES - 1P JOE DIAZ' WITH BERRY DUNN'
(SUNDAY MORNING)		
CBS BRIDGE	MRC 9:30	BETTY CHILDERS' MILTONS TERRICE
(TAG TIME)		JOHN ARMS' JOHN DUPRE' MICHAEL SIMPSON' DONNA CLARK
TAG TIME (LIVE)	CBS 9:30	JOHN BERCHTOLD - 'JOHN CLARK' DICK BIRD' BONNIE SIMPSON'
TAG TIME (LIVE)	DRM 9pm	BILL OF BLAX - WITH ENTERTAIN TIMES' PATRICK O'NEILL
(MORNING MILLIONS)		CHARLIE STEVENS
SUN MORNING CLUBS	CBS 9pm	CARLO CLARKE' SARAH LOUGHLIN' DOROTHY MITCHELL' JOHN HOWARD'
(SUNDAY MORNING)		
DANCE OF A MILLIONS	ABC 8:30	BERNELIA MORTSON
		MARK EVANS' MILLIONS CHILDRIGHT' MARCH BAND
(MORNING SERVICE)		MISS HONTA JONES' BIBLE OBSERVANCE' GEORGE L. SMITH'
-AM IN ACTION	MRC 8:30	THE CASE OF THE BOOT-STOOL SOFT-UP - 1P JOHN BERNTSSON'
(MORNING MOVIES)		ERNESTINE BRIGHT' ERNE TERRIN LUNIS! DIR: N.BERNSSON
SUNDAY CHR-SONG	MRC 8pm	MIP AND MONKEY! ARTH CHAS MILTONS' DOROTHY MORGAN'
		THE TOUCHED MILLS - 1P FREDERICK BRENNAN' MARTY 1P
(SUNDAY BILLINGER)		
MORNING CLUB	CBS 7:30	MARTHA BRANDT
(SUNDAY MORNING)		GLENDY (SONGWRITERS)' MONTIE CLAYMAN (S)
TAG TIME CLUB-SUN	MRC 8:30	BERNIE COATES (BRINGERSTON)' JOHN CARTELL & WALTER
STATION SERVICE	MRX 9:15	BERNIE WATKINS (KIDS SEEM TO WORK-UP AND TALK SO'LL:15)

FRIDAY JUNE 20 (Cont'd)

Schlitz Playhouse (Irene Dunne)	CBS 9pm	Say Hello To Pamela - by Jack Guss; with Leif Erickson, Barbara Britton, Peter Virgo, Everett Glass, Paul Cavanaugh, Harlan Howe, Robert Forrest, Lynne Millan, Bob Karnes, Adrienne Marden; Dir: Phil Brown
Big Story (Bob Sloane)	NBC 9pm	Conrad Collier, Houston, Tex. Chronicle - The Case Of The Mysterious Business Man - by Max Ehrlich; with Robert Baines, Jay Barney, Robert H. Fuller, Julie Lawrence, Lee Krieger, John D. Seymour, Gordon B. Clarke
Tales Of Tomorrow	ABC 9:30	The Miraculous Serum - by Stanley G. Weinbaum; adapt by Theodore Sturgeon; with Lola Albright, Richard Derr, Louis Hector
It's News To Me (John Daly)	CBS 9:30	Cornelia Otis Skinner
Campbell Playhouse	NBC 9:30	The Cavorting Statue - by Elaine McPherson, adapt by Howard Green; with Cesar Romero, Ann Rutherford, Kristine Miller
Police Story	CBS 10pm	Alleghany County - by Irwin Kenny; with Leo Penn, Russell Hardie, Charles Mendick, Martin Kingsley, Arthur Koulias, Jeffrey Bryant, Joe Maross, George McCoy
Calvacade Of Stars (Jackie Gleason)	DuM 10pm	Richard Tucker (S), Teresa Brewer (S)
Chronoscope (William Bradford Huie)	CBS 11pm	Congressman Kenneth B. Keating on The Justice Dept.

SATURDAY JUNE 21

The Big Top (Jack Sterling)	CBS 12am	Sylvia's Canines; Bobby Whaling & Yvette (unicycle), Malikova (high wire), the Two Kayos (balancing)
Mr. I. Magination (Paul Tripp)	CBS 1pm	The Trumpeter Of Krakow - with Richard Trask
All Star Revue (Ed Gardner)	NBC 8pm	Jeanette MacDonald, Rudy Vallee (ON FIIM FROM H'WOOD)
Songs For Sale (Steve Allen)	CBS 8:00	Performers: Mills Bros., Norwood Smith, Teresa Brewer, Eileen Barton; Guest Panel: Barry Gray, Bob Thiele, Pat Genaro (songwriter), Hugo Winterhalter (bandleader) Jack Lacy
Bob Hope Marathon	11pm -12:15, Net. except WNBT; 12:15am - Sun., 1:30pm, WNBT and Net.; for the benefit of the U.S. Olympic Team; with Bing Crosby	

SUNDAY JUNE 22

Hats In The Ring	NBC 2pm	Sen. Robert Kerr
Hllmk. Hall Of Fame (Sarah Churchill)	NBC 4pm	Forgotten Children - by Agnes Eckhardt; with Cloris Leachman, Barbara Bolton, Don McHenry, Lee Lindsey, Shirley Standlee, Steve Pluta
Lamp Unto My Feet (Dr. Lyman Bryson)	CBS 5pm	Sylvia Field, Jack Lemmon, Jack Ewing, Perry Ivans
Amer Town Meeting (John Daly)	ABC 6:30	Eisenhower Or Taft! - with Rep. Walter H. Judd, William C. Bullitt (former Amb. to Russia)
Royal Showcase (Jack Carson)	NBC 7pm	Jane Pickens
This Is Show Bus. (Clifton Fadiman)	CBS 7:30	Larry Storch (C), Nat "King" Cole (S)

SUNDAY, JUNE 30

CBS 1:30	Daily Bread (C), and Mind, Body (S)	
NBC 1PM	Game Pickups	
ABC 2:30	Encyclopedia of Sports - Mary Ann Mobley, Ronald H. Duncan, Lou Nelson, Jim Ryan	
CBS 2PM	Bryant Bland, Jack Lemmon, Jack Haley, Perry Lafue	
NBC 3PM	Professional Golfers Exchange, Arch Ward, Jim Murphy, Tom Bonchemin, Bob Rodgers, Joe Landsey, Dick Lyons, Jerry Lewis	
CBS 3:30	Dialing Discovery, Grace Lindh	
NBC 4PM	Now, Modern Man	

MONDAY, JULY 1

	Men: For the benefit of the U.S. Olympic Team: with Bing Crosby	
	Time -15:15, Map, Excuse Me! 15:15pm - Sam, 1:30pm, Mike and	
	Pat Chavelo (sonsmiths), Eddie Lawrence (pantomimist), Jack Jack	
CBS 8:30	Performance: Willie Rose, Norwood Smith, Teresa Brewer,	
	Eileen Barton; Guest Host: Betty Grable, Bob Sparks	
NBC 9PM	Academic Roundtable, Mary Ashley (OR MIN RUCK H,HOOD)	
CBS 1PM	The Importance of Tension - with Richard Lamb	
	Institute (High Wire), the Two Kolos (percussion)	
CBS 10PM	Bryant's Chorus: Body Mentions & Vaughn (musicians),	

TUESDAY, JULY 2

CBS 1PM	Consumer Reports & Meeting on the Traffic Dept.	
DEN 1PM	Bright Lopez (S), Teresa Brewer (S)	
	Montana, Mulled Blunt, Joe Morris, George Moore	
	Bert Parks, Charles Merrick, Martin Kinsley, Arlene	
CBS 7PM	Millionaire Contest - Pt Limit Round: with Joe Bonn, Sue-	
	Entertainer Million	
	Bonnie Chase: with Chet Huntley, Ann Raspellory,	
NBC 8:30	The Generation Game - Pt Little Mcinerson, Sybil Pt	

WEDNESDAY, JULY 3

CBS 8:30	Concrete Data Channel	
	Footie Header	
	Pt Thoroughbred Gentleman: with Lola Albright, Richard Dold	
NBC 8:30	The Miracle Game - Pt Sandra C. Matthews: Sybil	
	Kitchen, Tom D. Bonnell, Colton B. Clarke	
	Hospital Barbers, Joe Brown, Robert H. Lentin, Julie Harris, Joe	
	The Hardhitting Practical Man - Pt Max Lentin: with	
NBC 9PM	Contact Control Homeron, Lark Chronicle - The Case of	
	Kaynes, Matthew Mulder: Dir: Emil Blond	
	Hart Cantrodon, Lenton Homo, Robert Horlear, Lance Miller, Bob	
	Bob, Gilbert Blixton, Peter Allen, Earlene Clark	
CBS 9PM	The Route to Tomorrow - Pt Jack Cross: with Dell Erick-	

TUESDAY, JULY 30 (DONE,G)

	(Million Dollars)	
	Ate is Show Bus.	
	(Jack Carson)	
	Point Chorsed	
	(Home Data)	
	Ter Tone Reading	
	Ty. Times Stores	
	Ward Auto WA Test	
	Ming Commercial	
	Talk. Left to Land	
	Ate in the Blue	
	Co Zone Negotiation	
	Ofs Ration Bureau	
	Ll Bar Years	
	Tent Tuesday	
	Y. I. Maximization	
	Race Relation)	
	Ge Big Top	
	(Spear Miles)	
	Ower for Data	
	Ng Children)	
	Data Store	
	(Tone Phone)	
	Ronitis Telephone	
	Mmbert Telephone	
	(Home Data)	
	Ft. Bank to Ma	
	Ofs Ration of Tomorrow	
	(Ton Stone)	
	Data Store	
	(Tone Phone)	
	Ronitis Telephone	

Horizons	ABC 7:30	Rev. James Harvey Robinson
Toast Of The Town (Ed Sullivan)	CBS 8pm	The Richard Rodgers Story - Part II - with Richard Rodgers, John Raitt (S), Nanci Crompton (D); Yul Brynner substitutes for vacationing Ed Sullivan as MC
Goodyear Playhouse	NBC 9pm	It's A Small World - by Lionel Shapiro; with Arthur Treacher; Marcel Hillaire, Gaby Rodgers, Clifford Robertson, Maxine Stuart, Jane Rose, Rita Vale, Rod Steiger; Dir: Delbert Mann
Fred Waring	CBS 9pm	God's Trombones - with Showcase Winner Frank J. Davis
Celebrity Time (Conrad Nagel)	CBS 10pm	College Days - with Patricia Morison (S), Roger Price (C), Robert Sterling

TALENT LOCATOR SERVICE

EDDIE ALBERT - arrives NY this weekend en route to Europe

IMPERIO ARGENTINA - flamenco singer - AGT: Carlos Montalban CI 5-8964

JEAN PIERRE AUMONT - returned from H'wood

BARBARA BAXLEY - replace Julie Harris in I Am A Camera - Press: Barry Hyams, JU 6-5274

ETHEL BARRYMORE - in NY for a week

WARD BOND - in NY at the Gotham

BARBARA BRITTON - in NY at 32 E. 68 St.

JANIS CARTER - in NY at the Plaza

SALLY CHAMBERLIN - available for TV thru Baxt-Wald, OR 5-7847

CAROL CHANNING - winds up tour of Gentlemen Prefer Blondes, June 21 AGT: Barron Polan, PL 9-4727

CONSTANCE CUMMINGS - available for TV thru MCA, PL 9-7500

CLAUDE DAUPHIN - in NY at the Algonquin

MILDRED DUNNOCK - available for TV thru Peter Witt, PL 9-7966

JIMMIE DURANTE - returns from engagement at London Palladium

ERROL FLYNN - in NY at the Hampshire House

EDWARD EVERETT HORTON - available thru William Morris, JU 6-5100

CELESTE HOLM - available thru Lloyd V. Almirall, WH 4-4800

RICHARD HYLTON - available thru MCA

HERB JEFFRIES - available thru MCA

VERONICA LAKE - currently in NY

OSCAR KARLWEIS - available thru Liebling-Wood, VA 6-3714

BUSTER KEATON - available thru Paul Small MU 7-0606

IAN KEITH - available for TV - AGT: Lucy Kroll, PL 7-4250

CARMEN MATHEWS - returns from Europe - AGT: James Merrick, VA 6-3714

ROBERT MERRILL - available thru Moe Gale, PL 7-7100

RAY MIDDLETON - available for TV - thru Lester Shurr, CH 4-8240

CARMEL MYERS - available for TV - Press: Charles Dreyfus, PL 3-6971

MILDRED NATWICK - available for TV - AGT: Affiliated Artists, PL 3-1862

JACK NORTON - available thru Jerry Rosen PL 7-6185

JAN PEERCE - available for TV thru NCAC, PL 9-6000

JOHN RAITT - available for TV - AGT: Lester Shurr, CH 4-8240

ELIZABETH ROSS - available for TV thru Baxt-Wald

LILLIAN ROTH - arrives NY this week

CORNELIA OTIS SKINNER - available for TV - Phone: VA 6-3310

RISE STEVENS - is at 137 E. 67 St.

CARA WILLIAMS - available thru Affiliated Artists

SECRET ROCKPOOL INTERIM

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